

The Role of Instagram Usage Intensity on Body Dissatisfaction in Adolescent Girls in Denpasar with Self-Esteem as a Moderating Variable

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ABSTRACT: Social media significantly influences the formation of the ideal body image. The discrepancy between the ideal body image and the current body reality causes adolescents to experience body dissatisfaction. However, the extent to which the impact of the pressure of the sociocultural model will depend on the individual's self-esteem. The study aims to determine the role of the intensity of Instagram use on body dissatisfaction in female adolescents in Denpasar, which is moderated by self-esteem. Sampling was carried out using a two-stage cluster sampling technique. The subjects in this study were 110 young women aged 10-22 years in Denpasar. The measurement tools used are Instagram Usage Intensity Scale, Self-Esteem Scale, and Body Dissatisfaction Scale. The results of the Moderated Regression Analysis (MRA) test show a parameter coefficient value of 1,791 with a significance of 0.004 ($p < 0.05$), meaning that the intensity of Instagram use plays a significant role in body dissatisfaction. The coefficient value of the self-esteem moderation parameter is -0.012 with a significance of 0.039 ($p < 0.05$), meaning that self-esteem weakens the relationship between the intensity of Instagram use and body dissatisfaction. The coefficient of determination (R^2) in this study was 0.392, meaning that the intensity of using Instagram and self-esteem played a role of 39.2% in body dissatisfaction. The results of this study can provide a general description of the role of the intensity of Instagram use on body dissatisfaction which can be moderated by self-esteem.

Keywords: Adolescents, Body Dissatisfaction, Instagram Usage Intensity, Self-Esteem



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INTRODUCTION

Puberty is a period that will be experienced when individuals enter adolescence. Puberty experienced in adolescence causes several changes, both physically and sexually. One of the changes that occur in women is marked by the growing hips and the start of menstruation. Changes in men will be seen when the shoulders become wider and spermarche occurs around the age of 13 (Papalia & Feldman, 2014). According to Santrock (2007) the body becomes the main focus during adolescence, and it can become acute during puberty.

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Physical changes which include changes in body shape and other organs, trigger differences in adolescent perceptions of their body shape when they enter puberty. This is caused by differences in physical changes between male and female adolescents (Santrock, 2007). Today the problem of body dissatisfaction is still hot for discussion, because this problem still occurs frequently among adolescents. This is evidenced by research conducted by Rahmania and Yuniar (2012) that around 82% of female adolescents are dissatisfied with their appearance and only 18% of adolescents are satisfied with their appearance. Adolescent girls tend to feel satisfied when their weight is close to ideal body weight, and increasingly dissatisfied when their body is overweight. Boys tend to have higher levels of body satisfaction than girls (Lawler & Nixon, 2011; Makinen, 2012; Papalia & Martorell, 2021).

Based on previous exposure, teenagers will tend to pay more attention to their physical appearance. Many teenagers are dissatisfied with their bodies. Adolescent girls tend to have a more negative body image than adolescent boys, female adolescents experience dissatisfaction with their bodies along with increasing fat during puberty (Santrock, 2007). Physical appearance and body shape are the easiest self-image to see, so this encourages teenagers to always want to look perfect. The existence of a comparison function between ideal body images that develop in society causes individuals to experience body satisfaction or dissatisfaction depending on the extent to which individuals meet or do not meet ideals in a particular culture. Such satisfaction or dissatisfaction can lead to affective and behavioral consequences for individuals. The consequences that are felt can be different for each individual depending on individual differences both in terms of physical and non-physical (Tiggemann, 2012).

The impact of body dissatisfaction experienced by adolescents has been widely studied. Some of these studies, such as the study conducted by Kusuma and Dianovinina (2022), state that body dissatisfaction has a positive and significant correlation with depression. This is caused by the influence of negative thoughts that can lead to depression. Research by Putri and Indryawati (2019) found results that body dissatisfaction affects dietary behavior. This can have a negative impact if dietary behavior is carried out incorrectly so that it can lead to poor nutritional status.

Referring to sociocultural theory, media is one of the platforms for sociocultural idealism to be socialized which directly or indirectly communicates the ideal body shape that is developing in today's society. The media is one of the strongest transmissions of sociocultural idealism so that it has a major influence in forming the ideal image of adolescents regarding their body shape (Tiggemann, 2012). Today's media, especially social media, is very popular with teenagers, this is because social media makes it easier for teenagers to communicate and access information, including content about ideal body shapes. Judging from the highest number of Instagram users, they are in the age range of 16-24 years with a percentage of 38%, besides that Instagram users are also found in the age group 13-17 years, namely as many as 12.5% with Instagram users who are dominated by women as much as 51.4%. whereas in men it is 48.6% (Mustajab, 2023).

Not a few Instagram users edit photos or videos before uploading them to make them look perfect. Based on research conducted by Kleemans, Carbaat, and Anschütz (2018) it was found that

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exposure to images on Instagram that had been edited beforehand had a direct impact on body dissatisfaction in female adolescents. In line with research conducted by Brown and Tiggemann (2016) found that visual-based social media such as Instagram with exposure to images of thin and attractive people can cause negative feelings and body dissatisfaction followed by comparisons of appearance. Research conducted by Terhoeven (2020) found that media exposure can cause an increase in body dissatisfaction which has the potential to cause negative effects in the future. This can happen because of changes in perceptions about the body and ideal bodies that are adopted through the media.

This sociocultural model allows individuals to experience body dissatisfaction because everyone lives in a sociocultural environment and is exposed to pressure due to this sociocultural model. However, the extent to which the impact of pressure based on this sociocultural model will depend on the individual characteristics themselves (Tiggemann, 2012). This theory states that individual psychological characteristics can moderate or have a different impact on the pressures caused by this sociocultural model. The extent to which individuals internalize an ideal body is likely to be moderated by self-esteem, so that individuals with high self-esteem will show a smaller role towards sociocultural idealism (Tiggemann, 2012). This is in accordance with the opinion put forward by Grogan (2008) that one of the psychological factors that has a major influence in forming a positive body image is self-esteem. According to Harter (1999; Yoqub, Bajwa, & Batool, 2020), self-esteem in adolescents is closely related to physical appearance. The results of another study conducted by Yoqub et al (2020) showed results that self-esteem moderates a person's view of their body, individuals tend to have a positive view of their body when self-esteem is high.

Based on the explanation above, it can be seen that the intensity of using Instagram plays a role in body dissatisfaction which can be moderated by self-esteem. Prolonged body dissatisfaction can have a negative impact not only on the psychological condition of adolescents but can also affect their physical health. This research needs to be carried out further in order to confirm the truth of sociocultural theory (Tiggemann, 2012) which states that socio-cultural transmission/channels (in this case social media) will have different affective/behavioral consequences depending on the individual's character. Therefore, this study will look at the role of different self-esteem in each individual in weakening the relationship between the intensity of Instagram use and the body dissatisfaction of female adolescents in Denpasar. This research was conducted in Denpasar City because Denpasar is the city with the highest internet access in Bali and involves adolescent subjects because the highest Instagram users are in that age range.

METHOD

The independent variable in this study is the intensity of using Instagram. The dependent variable in this study was body dissatisfaction. The moderating variable in this study is self-esteem.

The intensity of using Instagram can also be interpreted in the duration and frequency of someone accessing Instagram. The intensity level of Instagram usage is measured using the Instagram Use Intensity Scale, which is structured based on four aspects, namely duration, frequency of attention, and appreciation. The higher the total score obtained, the higher the intensity of using Instagram

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on the subject, and vice versa, the lower the total score obtained, the lower the intensity of using Instagram on the subject. The level of self-esteem is measured using the Self-Esteem Scale which is based on four aspects, namely power, significance, virtue, and competence. Body dissatisfaction is evaluated through a Body Dissatisfaction Scale which is compiled based on four aspects namely, self-perception of body shape, comparing perceptions of body image with others (comparative perception of body image), attitudes that focus on body image (attitude concerning body image alteration), drastic changes to the perception of the body (severe alteration in body perception).

The population used in this study were female adolescents who were in the age range of 10 to 22 years, have and use Instagram and live in Denpasar City. This study used a sample of young women in the age range of 10 to 22 years. Sampling was carried out using a two-stage cluster sampling technique. This study uses the formula $104 + \sqrt{VB}$ with a minimum sample size of 106 respondents.

The collection of data used in this research is using the scale method. According to Azwar (2005) the scale is a collection of written questions that are used to reveal a psychological construct that describes aspects of individual personality. This study involved three types of scales, including Instagram Usage Intensity Scale, Self-Esteem Scale, and Body Dissatisfaction Scale. The type of scale used in this study is the Likert Scale.

This study uses one type of validity measurement, namely content validity. The research assumption test used in this study is the normality test, linearity test, and multicollinearity test. The hypothesis test used in this study is Moderated Regression Analysis (MRA). Moderated Regression Analysis (MRA) is carried out to see whether the moderating variable strengthens or weakens the relationship between the independent variable and the dependent variable (Duli, 2019). The hypothesis testing in this study used the SPSS (Statistics Package for Social Science) 26.0 for Windows program. Moderated Regression Analysis (MRA) was carried out through a simultaneous significance test (F statistic test) and individual parameter significance test (statistical t test). The equation formula as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Information:

AND	= Dependent variable
X1	= Independent variable
x2	= Moderating variable
X1X2	= Interaction X1 and X2
a	= Constant
b1, b2, b3	= Regression coefficient
It is	= Error of tolerance.

RESULT AND DISCUSSION

The subjects in this study were female adolescents who were in the age range of 10 to 22 years and were Instagram social media users. The number of subjects in this study were 110 people. Based

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on the results of research and collection of questionnaires, the characteristics of respondents based on age can be described as described below.

Table 1. Characteristics of Respondents by Age

Classification	Number of Respondents (Person)	Percentage (%)
10 - 15 Years	18	16.4
16 - 20 Years	69	62.7
> 20 Years	23	20.9
Total	110	100,00

Source: Processed Data, 2023

Based on Table 19 it is known that there are 18 respondents aged between 10-15 years or 16.4%, those aged between 16-20 years are 69 persons or 62.7% and those aged more than 20 years are 23 persons or by 20.9%. This shows that respondents aged 16-20 years are the most dominating.

Table 2. Categorization of Instagram Usage Intensity

Value Range	Category	Amount	Percentage
$X \leq 60,67$	Low	0	0,0%
$60,67 < X \leq 95,33$	Currently	82	74,5%
$95,33 < X$	Height	28	25,5%
	Total	110	100%

Source: Processed Data, 2023

Based on the results of the intensity categorization of Instagram use in table 21, it shows that subjects with a low intensity level of Instagram usage numbered 0 people (0%), subjects with moderate intensity levels of Instagram use totaled 82 people (74.5%), subjects with intensity levels of use high instagram amounted to 28 people (25.5%). The conclusion that can be obtained is that the majority of subjects in this study have a moderate intensity level of using Instagram.

Table 3. Self-Esteem Categorization

Value Range	Category	Amount	Percentage
$X \leq 99,00$	Low	30	27,3%
$99,00 < X$	Height	80	72,7%
	Total	110	100%

Source: Processed Data, 2023

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Based on the results of self-esteem categorization in table 22, it shows that subjects with low self-esteem levels are 30 people (27.3%), and subjects with high self-esteem levels are 80 people (72.7%). The conclusion that can be obtained is that the majority of subjects in this study have a high level of self-esteem.

Table 4. Categorization of Body Dissatisfaction

Value Range	Category	Amount	Percentage
$X \leq 67,67$	Low	96	87,3%
$67,67 < X \leq 106,33$	Currently	14	12,7%
$106,33 < X$	Height	0	0,0%
	Total	110	100%

Source: Processed Data, 2023

Based on the results of the categorization of body dissatisfaction in table 23, it shows that subjects with low levels of body dissatisfaction were 94 people (87.3%), subjects with moderate levels of body dissatisfaction were 14 people (12.7%), subjects with high levels of body dissatisfaction amounted to 0 people (0%). The conclusion that can be obtained is that the majority of subjects in this study have a low level of body dissatisfaction.

Table 5. Normality Test Results

Variable	<i>Kolmogorov-Smirnov</i>	Say.	Conclusion
Instagram Usage Intensity	0,080	0,079	Data Normal
Self worth	0,076	0,130	Data Normal
Body Dissatisfaction	0,082	0,063	Data Normal

Source: Processed Data, 2023

Based on the results of the normality test in table 5, it shows that the data on the variable intensity of using Instagram, self-esteem and body dissatisfaction are normally distributed with a sig value $> p = 0.05$.

Table 7. Multicollinearity Test Results

Variable	<i>Tolerance</i>	VIF	Conclusion
Instagram Usage Intensity	.900	1.111	Multicollinearity does not occur
Self worth	.900	1.111	Multicollinearity does not occur

Source: Processed Data, 2023

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Based on the results of the multicollinearity test in table 7, it can be seen that the variable intensity of using Instagram and self-esteem has a value *tolerance* of 0.900 (*tolerance* > 0.1) and a VIF value of 1.111 (VIF <10). So it can be stated that there is no multicollinearity between the independent variables.

Based on the research assumption test that has been carried out, it can be concluded that the data in the study to be tested are normally distributed, have a linear relationship, and no multicollinearity occurs. Therefore, this research is stated to be able to test the hypothesis by using *Moderated Regression Analysis* (MRA).

Table 8. Simultaneous Significant Test Results *Moderated Regression Analysis* (MRA)

Model		<i>Sum Squares</i>	<i>o df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	5801.357	3	1933.786	22.803	.000 ^b
	Residual	8989.197	106	84.804		
	Total	14790.555	109			

Source: Processed Data, 2023

Based on the results of the simultaneous significance test (F statistic test) MRA in table 27, showing a calculated F value of 22,803 with a significance value of 0.000, it can be concluded that the MRA model can be trusted to predict the contribution of Instagram use intensity and self-esteem to body dissatisfaction.

The results of the MRA test can also be used to see the role of Instagram usage intensity and self-esteem on body dissatisfaction. The results of this role can be seen in table 9.

Table 9. The Effective Contribution of Instagram Usage Intensity and Self-Esteem to Body Dissatisfaction

Model	<i>R</i>	<i>R Square</i>	<i>Adjusted Square</i>	<i>t Std. Error of the Estimate</i>
1	.626 ^a	.392	.375	9.209

Source: Processed Data, 2023

The test results in table 9 obtained an R value of 0.626 with a determination value (*R Square*) of 0.392. The results obtained show that the variable intensity of using Instagram and self-esteem has a role of 39.2% towards body dissatisfaction, and this variable which was not examined in this study has a role of 60.8%.

Based on the results of multiple regression tests, individual parameters can also be obtained *Moderated Regression Analysis* (MRA). The results of the individual parameter significance test *Moderated Regression Analysis* (MRA) can be seen in table 10.

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Table 10. Results of the Significance Test for Individual Moderated Regression Analysis (MRA) Parameters

Variable	<i>Unstandardized Coefficients</i>		<i>Standardized t Coefficients</i>		Sig.
	B	Std. Error	Beta		
(Constant)	-112.984	50.309		-2.246	.027
Instagram Intensity	Usagi 1.791	.601	1.772	2.979	.004
Self worth	1.127	.482	1.329	2.336	.021
Moderation	-.012	.006	-1.960	-2.089	.039

Source: Processed Data, 2023

Based on the results of the individual parameter significance test *Moderated Regression Analysis* (MRA) in table 29, shows that the variable intensity of using Instagram has a parameter coefficient value of 1.791, a t value of 2.979, and a significance of 0.004 ($p < 0.05$), so that the intensity of using Instagram plays a significant role in body dissatisfaction. The self-esteem variable has a parameter coefficient value of 1.127, a t-value of 2.336, and a significance of 0.021 ($p < 0.05$), so that self-esteem plays a significant role in body dissatisfaction. Meanwhile, self-esteem as a moderating variable has a parameter coefficient value of -0.012, a t-value of -2.089, and a significance of 0.039 ($p < 0.05$), so self-esteem as a moderating variable plays a role in moderating the relationship between the intensity of communication on Instagram and body dissatisfaction.

The test results between the variable intensity of using Instagram and body dissatisfaction obtained a significance value of 0.004 with a regression coefficient value of 1.791. This means that the intensity of using Instagram plays a role in body dissatisfaction among female adolescents in Denpasar. In this study, every time there is an increase in the unit value on the intensity of using Instagram, it will be followed by an increase in body dissatisfaction. These results are in line with research conducted by Marizka et al (2018) that a high intensity of using Instagram in a person will be followed by an increase in body dissatisfaction.

According to Marjo and Mamesah (2017) the media is one of the factors that influence the formation of body image. Based on research conducted by Marques, Paxton, McLean, Jarman, and Sibley (2017) found the use of social media, especially Instagram and Snapchat and internalization of a slim body is positively related to women's body dissatisfaction. This is in line with sociocultural theory, where in general this model occurs due to sociocultural ideals socialized through the media and then internalized by individuals which causes adolescents to experience body dissatisfaction when their actual physical condition is not in accordance with the sociocultural ideals that develop in society.

Based on the results of the data categorization, it was found that the majority of subjects were at a moderate intensity level of Instagram usage, namely 74.5%, with a low level of body dissatisfaction,

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namely 87.3% of all research subjects. These results indicate that the subject has good time control in using Instagram. Marizka et al (2019) explained that the intensity of social media use has an important influence in increasing the occurrence of body dissatisfaction. According to Sukamto (2019) when teenagers access Instagram, they tend to make comparisons with other people, which are done consciously or unconsciously, so that later this will cause body dissatisfaction in young women (Sukamto et al., 2019).

The low body dissatisfaction rate in this study is similar to research conducted by Barcalow, Tylka, and Horvath (2010; Maurilla & Suarya, 2020) where the subject has a low level of body dissatisfaction because the subject has three main characteristics, namely positive emotions, rational beliefs and realistic perception. These characteristics are able to lead to body satisfaction and the negative impact of the ideal body image that develops in society.

The moderating variable examined in this study is self-esteem. According to Grogan (2008) that one of the psychological factors that has a major influence in forming a positive body image is self-esteem. Based on the results of data analysis, the results obtained a significance value of 0.039 with a regression coefficient of -0.012. This means that self-esteem moderates the relationship between the intensity of Instagram use and body dissatisfaction among female adolescents in Denpasar. This shows that the self-esteem variable as a moderating variable weakens the relationship between the intensity of Instagram use and body dissatisfaction in female adolescents in Denpasar, which means that the increasing level of self-esteem possessed by female adolescents in Denpasar will reduce the effect of the intensity of Instagram use on the body dissatisfaction of female adolescents in Denpasar. .

Based on the results of self-esteem categorization, it shows that the majority of subjects have a high level of self-esteem with a percentage value of 72.7% of all subjects and the body dissatisfaction categorization shows that the majority of subjects have a low level of body dissatisfaction with a percentage value of 87.3%. of the whole subject. The results of this study are in line with research conducted by Ahadzadeh et al (2017) that self-esteem moderates the relationship between Instagram use and body dissatisfaction.

Self-esteem can weaken the relationship between the intensity of Instagram use and body dissatisfaction because high self-esteem can reflect self-confidence and self-esteem. According to McLean, et al (in Andini, 2020) adolescents who have a positive self-view tend to value themselves more. In low self-esteem individuals who have a negative assessment of themselves, this assessment can have an impact on feelings of inferiority and feeling worthless. (Ghufron & Risnawita, 2017). Adolescents with low self-esteem tend to lead to self-criticism which can lead to higher body dissatisfaction (Shahyad et al., 2015).

Research conducted by Fortes, Cipriani, Coelho, Paes, and Ferreirab (2014) found that 8% of body dissatisfaction was explained by negative self-esteem, body dissatisfaction was more common in adolescents with low self-esteem than in adolescents with high self-esteem. . This shows that feelings of worthlessness in adolescents cause adolescents to be prone to experiencing body dissatisfaction with their weight, physical appearance, and body shape. Based on this, high or positive self-esteem can reduce the level of vulnerability of adolescents to body dissatisfaction. This

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is in line with research conducted by Johnson et al (2014) which found that positive self-esteem in adolescents contributed to a decrease in body dissatisfaction. This is in accordance with research conducted by Yoqub et al (2020) that self-esteem moderates a person's view of their body, individuals tend to have a positive view of their body when self-esteem is high.

In this study there were still some limitations, namely the research was not carried out directly, resulting in no supervision during the process of filling out the questionnaire. The second limitation relates to the sampling technique used, where the researcher only involved one sub-district/village located in North Denpasar District, so that several villages or sub-districts in the Denpasar area could be involved so that the results obtained were more representative.

CONCLUSION

Based on the results of the research analysis and the results of the discussion in the previous chapter, the conclusions from this study are 1) The intensity of Instagram use plays a role in body dissatisfaction in female adolescents in Denpasar. This shows that the higher the intensity of using Instagram, the body dissatisfaction will increase. While the intensity of using Instagram decreases, body dissatisfaction will decrease; 2) Self-esteem moderates the relationship between the intensity of Instagram use and body dissatisfaction in female adolescents in Denpasar. This shows that the self-esteem variable as a moderating variable weakens the relationship between the intensity of Instagram use and body dissatisfaction in female adolescents in Denpasar.

For young girls, they should be able to adjust the duration of using Instagram according to their individual needs and limit its use when it has a negative effect, so that they are able to sort out the right content and information, and feel comfortable when communicating with other people on social media. For parents should provide support for the child's condition, both through emotional and informative support, which can help increase body satisfaction in children. In addition, parents should facilitate, supervise, support and provide space for children to be able to explore themselves wisely on Instagram. For future researchers who are interested in researching similar topics, they should be able to expand their research by looking at the role of other social media on body dissatisfaction. The role of social media should also be examined in male respondents. Other variables not examined in this study that contribute to body dissatisfaction should also be examined in order to obtain more comprehensive data.

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