Body Image of Emerging Women as Seen From Intensity of Instagram Use

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Abstract. Women in emerging adults get a strong influence on body image from a variety of sources in the environment, including Instagram as a social media. This study aims to find out the intensity of Instagram use on body image. This type of research is quantitative with a correlational approach. Research participants were 384 female Instagram users, aged 18-24 years (mean age of 22 years). Data collection using The Instagram Intensity Scale (Cronbach'= 0.883) consists of 3 dimensions, namely the dimensions of emotional connection, the number of followers, the duration of time you use Instagram, and Body Appreciation Scale 2 (Cronbach'=0.777). Data analysis using Spearman Rank. The results of the analysis showed a significant relationship between body image and the number of followers.

Keywords: *body image, Instagram intensity, emerging adulthood*

Abstrak. Perempuan pada Emerging adulthood mendapatkan pengaruh yang kuat tentang citra tubuh dari berbagai sumber di lingkungan, termasuk instagram sebagai media sosial. Penelitian ini bertujuan untuk mengetahui intensitas penggunaan Instagram dengan citra tubuh. Jenis penelitian ini adalah kuantitatif dengan pendekatan korelasional. Partisipan riset adalah 384 perempuan pengguna Instagram, berusia 18-24 tahun (mean usia 22tahun). Teknik pengambilan sampel yang digunakan ialah Quota Sampling. Pengumpulan data menggunakan The Instagram Intensity Scale (Cronbach'= 0,883) yang terdiri atas 3 dimensi yaitu dimensi koneksi emosi, jumlah followers dan durasi waktu penggunaan Instagram; dan body Appreciation Scale-2 (Cronbach'=0,777). Analisis data menggunakan Rank Spearman. Hasil analisis menunjukan hubungan signifikan antara citra tubuh dengan jumlah followers.

Kata kunci: *citra tubuh, intensitas Instagram, emerging adulthood*

Introduction

Women in emerging adults want an ideal physical appearance. Emerging adult women get strong influence from social media like Instagram about their body image. According to Hasmalawati (2017), most people think of a perfect woman as someone who has a beautiful face, is smart, is tall, thin, and has an ideal figure. The definition of a perfect woman is determined by one's interpretation and perception of the term.

Body image studies of student women have discovered a trend to compare their appearance to that of a woman whose age has a mediating connection. Among Facebook users, social media use, and body image problems (Fardouly & Vartanian, 2015), studies of body image reviewed from intense use of Instagram are not yet done. The virtual world through social media offers many applications that can be used for interacting with other people. Instagram is a social media application used for photo sharing that allows users to take photos, apply digital filters, and share them with various social networking services, including the owner of the Instagram account itself.

Emerging adult women are currently listed as the most dominant active Instagram users in Indonesia (Napoleon Cat, 2022). Data shows Instagram users in Indonesia as of May 2022 were 108. 900. 500. The majority of users on Instagram are women, with a percentage of 51%. The biggest Instagram users are 18–24 years old as much as 41,300,000. Report Association Indonesian Internet Service Provider (APJII, 2020) published every 3 years convey that at the end of 2020 there are 3,338,440 internet users in East Nusa Tenggara, 42.3% often use Instagram, and 21.3% only once in a while use Instagram. The largest Instagram users in NTT are women with 51% representation, and the age group that dominates is the age of 20-24 years with 14.1% representation of the thirteenth mercy age category given.

Research about the body affected by social media especially Instagram has been carried out in Indonesia. Research by Aristantya and Helmi (2019) in four provinces that are Yogyakarta, Jakarta, Bandung, and Surabaya, found a positive relationship between body image and the intensity of Instagram use among adolescents. Research by Laendra and Vardiansyah (2018) about the representation of body image and beauty standards of Indonesian women on Instagram based on slim bodies and white skin shows that this beauty standard spread on Instagram and was popularized by Instagram celebrities and influencers. Other research by Martanatasha and Primadini (2019) shows no influence, no direct among self-esteem, image body, and Instagram social media exposure.

The ideal standard of appearance that is spread on social media, especially on Instagram, which is a thin body and white skin, is inversely proportional to the beauty standard in East Nusa Tenggara. Residents of East Nusa Tenggara are of Melanesian race. The physical characteristics of the Melanesian race are brown skin, curly hair, and little body

fat. How the body image of emerging adults was reviewed from the use of Instagram in the province of East Nusa Tenggara has not yet been known.

Method

Participants consist of over 384 female Instagram users in 22 districts in East Nusa Tenggara Province, emerging adults aged 18–24 years (mean age of 21 years). Subjects were taken using quota sampling. Instrument data collection using two scales. First, the Instagram Intensity Scale (Trifiro, 2018) was adapted from the Facebook intensity scale (Ellison, Steinfield& Lampe, 2007). This scale has three dimensions: emotional connection, number of followers, and frequency of use of Instagram. Items 1 to 6 are in the form of a Likert scale with 5 responses ranging from strongly disagree (1) to strongly agree (5). Item 7 (How many total Instagram followers do you have?) and Item 8 (How much time do you spend on Instagram per day in one week?) are open-ended questions with the number of followers and the number of hours. Second, the Body Appreciation Scale 2 (BAS-2 by Tylka& Wood-Barcalow, 2015) was translated into Indonesian. This scale consists of the top 10 items Likert scale with 5 responses. Data collection was conducted on a spread scale through Google forms online. Data analyzed use Spearman rho.

Result

a. Description of Research Location

East Nusa Tenggara Province is a province in Indonesia's southeast that is bordered on the north by the Flores Sea, on the south by the Indian Ocean, on the east by Timor Leste, and on the west by West Nusa Tenggara Province. East Nusa Tenggara is an archipelago of 1,192 islands, the majority of which are uninhabited. Flores, Sumba, Timor, Alor, and Lembata are the five largest islands in NTT, collectively known as 'Flobamorata'. The land area of this province having endemic Komodo dragons is 47,931.54 km2. According to BPS statistics from 2020, NTT Province's total population was 5,325,566 people, with a population density of 111 people per km2. When looking at the population by gender, women outnumber men, notably in NTT Province, where the sex ratio in 2020 was 98.19 percent.

b. Description of Research Participant

Respondents in this study were emerging adulthood women in East Nusa Tenggara, with locations across the province of NTT in all districts and cities. There are 384 people in the data from the Google form. Respondents are described as follows:

Table 1.
Description of Research respondents by age

Age	Frequency	Percentage
18-20	133	35%
21-22	162	42%
23-24	89	23%
Total	384	100%

Table 2.
Description of Research respondents by District

District	Frequency	Percentage
Alor	12	3%
Belu	15	4%
Ende	14	4%
Flores Timur	12	3%
kab.Kupang	31	8%
kotaKupang	59	15%
Lembata	13	3%
Malaka	15	4%
Manggarai	14	4%
Manggaraibarat	13	3%
ManggaraiTimur	13	3%
Nagekeo	15	4%
Ngada	12	3%
Rote Ndao	12	3%
SabuRaijua	25	7%
Sikka	15	4%
Sumba Barat	11	3%
Sumba Barat Daya	11	3%
Sumba Tengah	12	3%
Sumba Timur	11	3%
TTS	32	8%
TTU	17	4%
Total	384	100%

c. Research Data Analysis

Table 3.
Hypothesis result test

			Body image	Emotional connection	Total of followers	Frequency Instagram intensity
Spearman's rho	Body image	Rho	1.000	0.081	0.107*	-0.031
		P	.	0.114	0.035	0.544
		N	384	384	384	384

According to table 3, the correlation coefficient between the body image variable and the emotional connection of Instagram users and the number of followers is p 0.81 and p 0.107, respectively, indicating that the relationship is positive or unidirectional, whereas the correlation coefficient between the body image variable and the number of usage frequencies is p 0.107, indicating that the relationship is bidirectional. Instagram has a p - 0.031, indicating a skewed or disordered correlation.

According to table 3, body image has no significant association with Instagram intensity or Instagram usage time, but it does have a significant relationship with the number of followers, with a significant value of p 0.035 0.05.

Discussion

The purpose of this study is to learn about the Instagram connection intensity with body image based on the dimension of Instagram intensity used in a hypothesis. First, there is a significant correlation between body image and connection emotion among Instagram users. Second, there is a significant correlation between body image and the number of followers Instagram users have. Third, there is a significant correlation between body image and the frequency of use of Instagram.

The hypothesis test results using spearman rank show that there is a correlation between body image and the number of followers, with a significant score of p 0.035 > 0.05 and rho 0.107. According to the findings of the research, the higher the number of followers, the better the body image of a woman emerging adulthood in East Nusa Tenggara. On the other hand, the lower the number of followers, the more low-key body image of a woman emerging adulthood in East Nusa Tenggara. Results of this research show this in accordance

with the proposed H2 hypothesis that there is a significant correlation between the image body and the number of followers among Instagram users. The result is in line with one of the influencing factors of body image proposed by Cash and Pruzinsky (2002) namely: factors of mass media and interpersonal relationships.

The number of followers is very influential in increasing body image. The more followers a user has, the more recognized and supported they will feel through interactions that occur, such as getting lots of likes or comments. Tyler (from Aristantya and Helmi, 2019) also stated that the number of likes is an indicator of whether a photo or video, or uploaded message is an interesting thing to other people's attention.

Positive body image can be obtained when somebody feels they are getting recognition and support. Feelings are recognized and earned through likes, comments, shares, or even at times, uploads of stories and lots to watch. This thing is in line with the results of Aristantya and Helmy (2019), who stated that one of the factors that cause a tall or low-image body is supported social. Chua and Chang (from Aristantya and Helmi, 2019) also reported that research on adolescents showed that likes and followers are connected with respect for others' appearance and physique and that this could increase appreciation of self.

According to the result of this research on women emerging into adulthood in East Nusa Tenggara, body image does not correlate with connection emotions on Instagram (p, 0.114) or frequency of Instagram usage (p, 0.107). Based on Setiasih's (2021) results of a study that having a sense of comfort in expressing thoughts on Instagram can make somebody emotionally attached to Instagram. Besides that, feelings received from other people also make an individual bound by emotions with Instagram. In this research, respondents do not have an emotional connection with Instagram, which means they are not comfortable to open their self and their thought or make more interactions with other users on Instagram. Frequency Instagram usage doesn't influence body image because the use of Instagram allows users to not only see other people's physiques and compare themselves but they could also use Instagram to see news, information, or other things that do not influence body image. So long as or short of frequency, Instagram usage does not influence body image.

The ideal body image on Instagram is different from the ideal body image of the people of East Nusa Tenggara so that users do not try to personalize themselves too much, like a beauty trend that requires somebody to be white and slim to look beautiful. Body image scattered beauty by implied between the people of East Nusa Tenggara have brown ripe skin, a little body, and do not have straight hair, because it has been proven that many women with straight hair are beautiful and sweet with the curls. This is what makes a woman based on a comparison of things backward. Because they are surrounded by good social circles, the majority of them are not white and slim. Most emerging adulthood in NTT is in the very high category, with connection emotions being medium and frequency and enough followers being high.

Conclusion

The possible conclusion based on the results of the research described is that there is a correlation between physical image and the intensity of Instagram use on the follower's aspect of Instagram users, where there is a significant relationship with a value of 0.035<0.05 and a correlation coefficient value of 0.107, indicating a close relationship. It might be either positive or unidirectional. While characteristics of emotional connection and time-frequency of using Instagram were shown to not correlate with significant values of 0.114 and 0.544, respectively, it was concluded that there was no relationship.

Suggestion

a. To direct more research towards the importance of using social media to preserve a positive body image.

b. For participants to decrease their consumption of toxic social media and not be easily affected by self-concept and self-beauty standards, but to remain confident and love themselves so that they always have a positive self-image because all women are truly beautiful.

c. For the community to always create a healthy and positive environment for women in adulthood in East Nusa Tenggara to grow and maintain a positive body image.

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