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CORRELATION BETWEEN SOCIAL NETWORKS AND PSYCHOLOGICAL ACCULTURATION WITH BODY DISSATISFACTION IN WOMEN

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Abstrak

Dengan berkembangnya citra kurus-ideal dengan istilah "*thinspiration*" yang mendorong penurunan berat badan agar dapat sesuai dengan citra tersebut, meningkatkan pandangan negatif pada tubuh dan dapat menyebabkan *body dissatisfaction*. Apabila tidak diperhatikan dan ditanggulangi maka dapat menyebabkan terjadinya gangguan makan lainnya seperti *bulimia* dan *anorexia nervosa*. Penelitian ini dilakukan untuk melihat apakah *social networks* dan *psychological acculturation* memiliki hubungan dengan *body dissatisfaction* pada perempuan. Subjek penelitian ini adalah 272 perempuan dengan usia 15 sampai 35 tahun yang saat ini berdomisili di Provinsi Bali. Data dikumpulkan dengan menggunakan *Body Shape Questionnaire* (BSQ); *Social Networking Sites Usage & Needs Scale* (SNSUN); dan *The East Asian Acculturation Measure* (EAAM). Hasil penelitian menunjukkan bahwa terdapat hubungan positif yang signifikan antara *social networks* dan *psychological acculturation* dengan *body dissatisfaction*. Implikasi hasil penelitian ini adalah dapat menjadi pengingat bagi para perempuan agar tidak terlalu terfokus pada tipe tubuh yang dianggap ideal yang seringkali ditunjukkan di *social networks* dan juga tidak terlalu berpatokan pada idealisme barat mengenai tipe tubuh yang dianggap ideal.

Kata Kunci: *Body Dissatisfaction, Psychological Acculturation, Social Networks*

Abstract

With the development of an ideal-thin image with the term "thispiration" which encourages weight loss to fit this image, increase negative views on body and could cause body dissatisfaction. If it is ignored and not treated, it can lead to other eating disorded such as bulimia and anorexia nervosa. This research aims to see whether there's correlation between socal networks and psychological acculturation with body dissatisfaction in women. The subjects of this research were 272 women with the age of 15 to 35 years who are currently live in Bali. Data were collected using Body Shape Questionnaire (BSQ); Social Networking Sites Usage & Needs Scale (SNSUN); and The East Asian Acculturation Measure (EAAM). The results showed that there was a significant positive correlation between social networks and psychological acculturation with body dissatisfaction. The results of this research have important implications that it can be a reminder for women to not be too focused on the body types that's considered as ideal which often shown on social networks and also not to rely too much on western ideals regarding the body types that's considered as ideal.

Keywords: Body Dissatisfaction, Psychological Acculturation, Social Networks

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INTRODUCTION

Recently there has been a development of a thin-ideal image trend on social networks referred to as "thinspiration". Thinspiration is a combination of the word "thin" and "inspiration" which implies media content (words and/or images) that encourage weight loss, often in a way that glorifies eating disordered behavior (Domingos, 2013). A study by Brown and Tiggermann (2016) showed that seeing friends or celebrities with attractive body shapes can cause women to feel dissatisfied with their own bodies since it ruins their body image and leads to an increase in negative emotions. That dissatisfied feeling and negative views of the body can cause body dissatisfaction. According to Nevid et al. (2005) body dissatisfaction refers to the feeling of dissatisfaction in an individual's feelings due to social pressure to meet unrealistic standards of thinness and appearance factors related to women's roles. Moreover, Durand and Barlow (2016) said that body dissatisfaction is a feeling of dissatisfaction of a body which is a negative result of the beauty standard problems that are increasingly unrealistic and difficult to follow in the society.

Body dissatisfaction is a part of body image and is often considered unimportant, however, if we don't pay attention to it, this disorder can cause and develop into other eating disorders such as bulimia and anorexia nervosa. Individuals who are dissatisfied with their body often feel uncomfortable because they feel that their body shape is not perfect. According to Littleton and Ollendick (2003), body dissatisfaction rises with age and peaks in adolescence, especially among females. Based on the result of Tiggermann and Slater (2013) research, girls in age of 10 to 15 years who use social network sites tend to score higher on concern of the body than non-users.

Interview that was conducted by researcher with a respondent initialed CA (14 years old) showed that she had a desire to be an "It Girl" on social media and often felt pressured to look attractive. It Girl is a term for a young woman who is considered attractive, usually a celebrity with a charming personality. CA also reveleaed that she often applies filters or edits her photos before uploading them as an effort to look more attractive and also to follow and keep up with emerging trends. The experimental study of de Vries et al. (2019) showed that seeing edited pictures on social networks could increase body dissatisfaction, especially among individuals who often compare their body shapes to others. According to Grogan (2021), there are several factors that affect body dissatisfaction in individuals and one of them is media and social networks. Social networks are platforms where the user has a unique profile which consist of user-supplied content, content provided by other users, can publicly articulate connections that can be viewed and traversed by others; and can consume, produce, and/or interact with streams

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of user-generated content provided by their connections on the site (Ali et al., 2020). Ali et al. (2020) categorizes social networks into 5 aspects, namely: diversion, cognitive needs, affective needs, personal integrative needs, and social integrative needs.

It can be said that the more often an individual access social networks, the more artificial content that can be consumed. Fardouly et al. (2017) revealed, accessing social networks encourage people to compare their appearance with other persons they considered as ideal, causing concern about their appearances as well as dissatisfaction with their bodies. The more frequently individuals use social networks, the greater possibility of body dissatisfaction to happen to individuals since there will be more content which is then used to be compared with themselves resulting in dissatisfaction with their body shape. But on contrary, when individual rarely access social networks, there will be even less content that they can use to compare themselves so individuals can feel more satisfied with the state of their body.

Aside from social networks, there are other factors that has correlation with body dissatisfaction, which is psychological acculturation (Grogan, 2021). Psychological acculturation (Berry, 1980) is a process in which individual experience changes as a result of their contact with other cultures. Psychological acculturation can also be described as a form of social interaction and communication response style (both in competence and ease/comfort in

communicating) adopted by individuals when interacting with other individuals or groups from other cultures (Barry, 2001). (This research is more focused on western culture). According to Berry (1980), psychological acculturation has 4 aspects, namely: assimilation, separation, integration, marginalization.

The influence of western culture in Indonesia led their views of ideal body shape to adopt western idealism. Western idealism emphasizes women with ideal body types must have slim figures even tend to be very thin. Even individuals who are overweight are considered a failure and that becomes a source of weakness for the individual (Grogan, 2021). Following the western idealism, in the end it often makes individual feel dissatisfied with their body shape when they are unable to follow the ideal understanding. Not only body shape, but western culture also impacts fashion dressing styles within Indonesian society especially in Bali. This is due to a large number of international visitors from many nations who come to visit or settle in Bali, which makes it a gateway for the introduction of Western culture. Because of that phenomenon, the researcher decided to conduct this research in Bali.

In addition to existing theories and research, based on the reality that is happening, many young women feel dissatisfied with their body shape due to pressure from social networks regarding the beauty standards and ideal bodies. Furthermore, the invasion of western culture has shaped their perspective of

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body shape resulting in many women wanting to edit their photos until they look unnatural or even unrecognizable to appear more attractive and accepted on social networks. They are also willing to go on a strict diet due to dissatisfied feelings about their body shape. Based on the phenomena described above, the researcher is interested in conducting research to see if there is a correlation between social networks and psychological acculturation with body dissatisfaction in women. Previous research by Muntazeri (2020) showed that there is a positive correlation between social media with body dissatisfaction, but there has been no further research to prove the results of this research. Therefore, the researcher believes that this research should be pursued further. Researcher hypothesize that there is a positive correlation between body dissatisfaction with social networks and psychological acculturation. It indicates, the more individuals engage with social networks and experience psychological acculturation, the higher the probability of body dissatisfaction.

METHOD

This is correlational research and the method used in this study is a quantitative approach with multiple correlational analysis design that aims to examine the relation between two or more groups of variables and the relationship between variables. Samples were collected using the non-probability sampling with quota sampling and it's based on

table for determining the number of samples from the population with an error rate of 10% according to Sugiyono (2013). With an unexpected finite population of this research, the sample is 272 subjects who are women aged 15-to 35 domiciled in Bali. Data was collected using the Google Form to make it easier for researcher to reach research respondents.

Body Shape Questionnaire (BSQ) was used as the measuring instrument for body dissatisfaction in women previously used by Cooper, Taylor, Cooper, & Fairburn (1987). This measuring instrument contains 16 items with a reliability value of 0,742. Example of items from this scale include: "Saya pernah menangis karena saya merasa sedih tentang bentuk tubuh saya" and "Saya merasa minder tentang bentuk tubuh saya ketika sedang bersama teman yang memiliki tubuh yang menurut saya lebih indah". The usage of social networks by research subjects was measured using the Social Networking Sites Usage & Needs Scale (SNSUN), previously used by Ali, Danaee, & Firdaus (2020). There are 20 items in this measuring instrument with a reliability value of 0,779. Example of items from this scale include: "Social networks memungkinkan saya melarikan diri dari kekhawatiran atau masalah saya" and "Social networks membantu saya untuk mengekspresikan emosi atau perasaan saya kepada orang lain dengan mudah". The last measuring instrument in this research is The East Asian Acculturation Measure (EAAM) to measure psychological acculturation that occurs

in research subjects. This measuring instrument compiled by Barry (2001) which refers to the theory by Berry (1980). It is a 29 items scale with a reliability value of 0,797. Examples of items from this scale include: "Saya menulis lebih baik dalam bahasa Inggris daripada dalam bahasa asal saya (bahasa Indonesia)" and "Saya berpikir dalam bahasa Inggris sebaik saya berpikir menggunakan bahasa asal saya (bahasa Indonesia)". The data analysis technique used in this research is Product Moment correlation technique by Spearman, by performing calculation using SPSS, which produces a correlation coefficient X1 with Y (r_{x1y}) and a correlation coefficient X2 with Y (r_{x2y}) between social networks and psychological acculturation with body dissatisfaction.

RESULTS

Based on the results of the assumption test that has been done, it is known that the research data are not normally distributed (p>0,05). The significance value of the Kolmogorov-Smirnov test on Body Dissatisfaction, Social Networks, and Psychological Acculturation is at 0,000. Accordingly for the hypothesis, researcher used the Spearman Correlation Test. As said by Budiwanto (2017), data that is not normally distributed will use non-parametric statistical analysis technique. The linearity test between the dependent variable and the independent variables which was carried out showed a significance value of 0,097 (p>0,05) for Body Dissatisfaction and Social Networks, and a significance value of 0,057 (p>0,05) for Body Dissatisfaction and Psychological Acculturation so it can be said that the two data tested have a linear relation. The following are the results of the correlation test for each independent variables with dependent variable:

Table 1
Product Moment Test Correlation X1 and Y Result

	Body Dissatisfaction
Social Networks	r= .863*
Psychological Acculturation	r= .705*

*p< .01

Table 1 shows that the Correlation Coefficient values is 0,863 (p< .01) which means that there is a positive relation between Social Networks with Body Dissatisfaction. Moreover, there is also a significant positive correlation between Psychological Acculturation with Body Dissatisfaction (r = .705, p < .01)

Table 2
Multiple Correlation Test Results

Model	R	R Square	Adjusted R Square	Sig F. Change
1	.877ᵃ	.769	.767	.000

Table 2 shows the results of the multiple correlation test between Social Networks and Psychological Acculturation with Body Dissatisfaction. If look at the Model Summary table above, the R value is 0,877 (p< .01) so it can be said that the relation between the dependent variable with the independent variables is very strong. In addition, it is also known that the R square value is 0,769 which means that the simultaneous contribution of the two independent variables to the dependent variable is 76,9% while the remaining 23,1% is determined by other variables that is not examined in this research.

DISCUSSION

The positive relation between the two independent variables with the dependent variable means that the more individuals engage with social networks and experience psychological acculturation, the higher the probability of body dissatisfaction. This statement is in line with the results of research conducted by Muntazeri (2020) which states that social media has a positive relation with body dissatisfaction, the higher the use of social media in individuals then the body dissatisfaction experienced will be higher. The according to Grogan (2021), incoming modern culture is one of the factors in the occurrence of body dissatisfaction in individuals.

Individuals that have a high intensity of social networks usage will tend to have body dissatisfaction more easily, because the media and social networks often set beauty standards and individuals who comply with these beauty standards will receive more attention. So that the individuals who feel that they are not in accordance with these beauty standards tend to be dissatisfied with their body shape. As explained by Grogan (2021), the use of social networks such as Facebook, Instagram, and Tiktok can easily promote negative body image. The result of research conducted by Slater and Tiggermann (2013) shows that girls aged 10-15 years who use social networks have scored that tend to be higher on body concern compared to non-users. Similar research result was also obtained by Grabe et al. (2008) namely women who have high usage rates on social networks with visual images that focus on appearance tend to be less satisfied with their appearance and more likely to internalize the desire to be thin than those with low usage rates.

Beside social networks, psychological acculturation that occurs also has a significant positive relation with body dissatisfaction. The more often an individual is exposed to foreign

culture, the higher the possibility of body dissatisfaction to happen in that individual. As stated by Grogan (2021), the level of desire to have an "ideal" body like white (western) people has been proven to affect body image, and it has been found that the higher the level of acculturation that occurs is associated with increasing body dissatisfaction and increasing negative attitudes against overweight. Grogan (2021) also stated that there is some evidence of an increase in dissatisfaction among Asian women, as experienced by white (western) woman, possibly as a result of the inclusion of western cultural sociocultural values that are dominant in relation to body image.

Although it has been proven that social networks and psychological acculturation have a relation with body dissatisfaction in individuals, unfortunately, the results of this research do not have a direct impact on reducing the level of body dissatisfaction in individuals.

CONCLUSION AND IMPLICATION

Based on the result of this research and the descriptions that have been said above, it can be concluded that there is a significant positive relation between social networks and psychological acculturation with body dissatisfaction in women aged 15 to 35 years who currently live in Bali, which means the more individuals engage with social networks and experience psychological acculturation, the higher the probability of body dissatisfaction

The results of this research can be a reminder for women to not be too focused on the body types that's considered as ideal which often shown on social networks and also not to rely too much on western ideals regarding the body types that's considered as ideal thereby reducing the tendency for body dissatisfaction. Also, the results of this research do not have a direct impact on reducing the level of body dissatisfaction in individuals. Therefore, further research needs to be done to overcome body dissatisfaction in individuals caused by the use of social networks and also psychological acculturation.

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