

# **Analisis Pengaruh Penggunaan Tiktok terhadap Body Satisfaction pada Kalangan Gen-Z = Analysis The Effect of Tiktok Usage on Body Satisfaction Among Gen-Z**

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## **Abstrak**

Penelitian ini dilakukan untuk menganalisis pengaruh media sosial terhadap salah satu aspek psikologis penggunanya, yaitu kepuasan tubuh (body satisfaction), dengan menggabungkan dasar teori Tripartite Influence Model of Body Disatissfaction dan teori Stimulus-Organism-Response, dan juga memodifikasi dengan penambahan faktor-faktor pemicu (stimulus) dari model dasar, yaitu aktivitas yang berkaitan dengan video penampilan fisik (photo-based activity), motivasi untuk terlihat baik dari media sosial (appearance motivation) dan literasi media sosial pengguna (social media literacy). Objek dari penelitian ini merupakan media sosial TikTok, sebagai salah satu media sosial berbasis gambar (photo-based) dengan subjek penelitian pengguna TikTok yang berbasis di Indonesia dan memiliki rentang umur 17 – 26 tahun. Penelitian ini dilakukan dengan metode gabungan pendekatan kuantitatif dan kualitatif. Data kuantitatif didapatkan melalui penyebaran kuesioner dengan hasil 507 responden dan diolah menggunakan metode Covariance Based Structural Equation Modeling (CB-SEM) dengan bantuan aplikasi SPSS AMOS. Kemudian, untuk kualitatif dilakukan dengan mewawancara 32 responden dan dianalisis dengan metode content-analysis. Hasil dari penelitian ini menunjukkan bahwa upward appearance comparison dipengaruhi oleh photo-based activity dan appearance motivation, sedangkan untuk thin-ideal internalization dipengaruhi oleh appearance motivation dan social media literacy. Upward appearance comparison dan thin ideal internalization comparison memberikan dampak buruk terhadap body satisfaction penggunanya. Hasil penelitian ini diharapkan dapat memberikan kontribusi bagi penelitian selanjutnya dalam topik pengaruh media sosial terhadap persepsi tubuh penggunanya, serta bagi pihak media sosial TikTok dalam usahanya menciptakan lingkungan media sosial yang sehat bagi penggunanya.

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This research was conducted to analyze the effect of media social on human's perception of their body image, specifically on body satisfaction, by combining a theoretical basis of the Tripartite Influence Model of Influence model and the Stimulus-Organism-Response theory, and also by modifying the stimulus factors, which are photo-based activity, appearance motivation, and social media literacy. The object of this research is TikTok, a photo-based social media, with the research subject of TikTok users based in Indonesia with age ranges from 17 to 26. This research was conducted with a mixed method, combining quantitative and qualitative approaches. The quantitative data was acquired by distributing questionnaires with the results of 507 respondents and was processed through Covariance Based Structural Equation Modeling (CB-SEM) method with the help of the SPSS AMOS application. As for the qualitative approach, the data was acquired by interviewing 32 respondents, and the answers were analyzed using a content-analysis method. This research indicated that upward appearance comparison is affected by photobased activity and appearance motivation, as thin-ideal internalization is affected by appearance motivation and social media literacy. Both upward appearance comparison and thin-ideal internalization can be harmful to body satisfaction. Through the findings from this research, we hope to contribute to future research on

related topics and for TikTok as the social media provider to create a healthier social media environment for their users.