

# Hubungan Penggunaan TikTok, Self-Esteem, dan Body Satisfaction = The Relationship Between TikTok Consumption, Self-Esteem, and Body Satisfaction

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## Abstrak

TikTok, sebuah situs media sosial terkenal, memiliki dampak signifikan terhadap self-esteem dan body satisfaction. Penelitian ini mengeksplorasi korelasi antara konsumsi TikTok, self-esteem, dan body satisfaction. Tugas ini mengkaji dua hipotesis yang menunjukkan kemungkinan dampak buruk penggunaan TikTok terhadap faktor psikologis ini. Kami menggunakan metodologi survei dalam penelitian kami yang didistribusikan secara luas di kalangan keluarga dan sosial kelompok universitas. Survei untuk penelitian ini mengumpulkan data dari total 381 orang. Untuk menilai self-esteem, Self-Esteem Scale Rosenberg digunakan. Untuk mengukur body satisfaction, Body Image Satisfaction Scale yang dikembangkan oleh Alsaker digunakan. Terakhir, penggunaan TikTok diukur menggunakan Media and Technology Usage and Attitudes Scale yang dibuat oleh Rosen et al. Hasil penelitian kami menunjukkan hubungan terbalik yang kuat antara jumlah waktu yang dihabiskan di TikTok dan tingkat self-esteem serta body satisfaction para peserta. Pada akhirnya, penelitian ini menambah perluasan penelitian mengenai dampak buruk media sosial terhadap kesejahteraan mental, dan menggarisbawahi pentingnya memiliki pengetahuan dan kehati-hatian saat menggunakan platform seperti TikTok.

..... TikTok, a famous social media site, has had a significant impact on people's self-esteem and physical satisfaction. This study explores the correlation between the consumption of TikTok, self-esteem, and body satisfaction. It examines two hypotheses that suggest the possible adverse impacts of TikTok usage on these psychological factors. We employ a survey methodology in our research that was widely distributed within the familial and social circles of the university cohort. The survey for this study gathered data from a total of 381 individuals. In order to assess self-esteem, the Rosenberg Self-Esteem Scale is employed. To gauge body satisfaction, the Body Image Satisfaction Scale developed by Alsaker is utilised. Lastly, TikTok consumption is measured using the Media and Technology Usage and Attitudes Scale created by Rosen et al. The results of our study indicate a strong inverse relationship between the amount of time spent on TikTok and the participants' levels of self-esteem and happiness with their bodies. Ultimately, this study adds to the expanding body of research on the detrimental impacts of social media on mental well-being, underscoring the significance of being knowledgeable and deliberate when using platforms such as TikTok.