

HUBUNGAN INTENSITAS PENGGUNAAN MEDIA SOSIAL DENGAN *BODY IMAGE* PADA REMAJA PUTRI DI SMAN 1 CIHAURBEUTI

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ABSTRAK

Media sosial telah menjadi bagian tak terpisahkan dari kehidupan remaja putri, namun paparan konten yang intensif berpotensi memengaruhi persepsi terhadap citra tubuh (*body image*). Penelitian ini bertujuan untuk mengetahui hubungan antara intensitas penggunaan media sosial dengan *body image* pada remaja putri di SMAN 1 Cihaurbeuti Kabupaten Ciamis pada tahun 2026. Desain penelitian menggunakan pendekatan kuantitatif korelasional dengan rancangan cross sectional. Sampel penelitian berjumlah 96 responden siswi kelas X dan XI yang dipilih menggunakan teknik *random sampling*. Data dikumpulkan melalui kuesioner intensitas penggunaan media sosial dan *body image* yang disebarluaskan secara daring melalui *Google Form* kemudian dianalisis menggunakan uji statistik korelasi *Spearman Rank* untuk mengetahui arah dan kekuatan hubungan antar variabel. Hasil penelitian menunjukkan sebagian besar responden memiliki intensitas penggunaan media sosial kategori sedang 74 dan mayoritas memiliki *body image* negatif 62. Platform yang paling banyak diakses adalah *TikTok*, dengan jenis konten kecantikan paling dominan dijumpai. Hasil uji statistik diperoleh nilai $p\text{-value} = 0,000$ ($p < 0,05$) dan koefisien korelasi $\rho = 0,394$, menunjukkan terdapat hubungan signifikan dengan kekuatan lemah hingga sedang. Disimpulkan bahwa semakin tinggi intensitas penggunaan media sosial, semakin besar kecenderungan remaja putri mengalami *body image* negatif. Diperlukan edukasi literasi digital bagi remaja putri untuk meminimalkan dampak negatif media sosial terhadap *body image*.

Kata Kunci: Intensitas Penggunaan Media Sosial, *Body Image*, Remaja Putri

THE RELATIONSHIP BETWEEN SOCIAL MEDIA USE INTENSITY AND BODY IMAGE AMONG ADOLESCENT GIRLS AT SMAN 1 CIHAURBEUTI

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ABSTRACT

Social media has become an integral part of adolescent girls' lives. However, intensive exposure to social media content has the potential to influence their perceptions of body image. This study aimed to determine the relationship between the intensity of social media use and body image among adolescent girls at SMAN 1 Cihaurbeuti, Ciamis Regency, in 2026. This study employed a quantitative correlational design with a cross-sectional approach. The sample consisted of 96 female students in grades X and XI who were selected using a random sampling. Data were collected using questionnaires measuring the intensity of social media use and body image, which were distributed online through Google Forms. The data were analyzed using Spearman's Rank Correlation test to determine the direction and strength of the relationship between the variables. The results showed that most respondents had a moderate level of social media use intensity 74, while the majority had a negative body image 62.. TikTok was the most frequently accessed social media platform, and beauty-related content was the most commonly encountered. The statistical analysis revealed a p-value of 0.000 ($p < 0.05$) and a Spearman's rho correlation coefficient of 0.394, indicating a statistically significant relationship with weak to moderate correlation strength. It can be concluded that the higher the intensity of social media use, the greater the tendency for adolescent girls to experience a negative body image. Therefore, digital literacy education is needed to help adolescent girls minimize the negative impact of social media on their body image.

Keywords: *Social Media Use Intensity, Body Image, Adolescent Girls*