

ABSTRACT

Name : Alya Clarita
Study Program/Faculty : Islamic Psychology/ Psychology
Title : *The Effect of Upward Comparison and Downward Comparison on Body Dissatisfaction in Student Instagram Users at the Faculty of Psychology UIN Raden Fatah Palembang*

The research aims to determine the effect of Upward comparison and downward comparison on body dissatisfaction. This study used a non-experimental quantitative approach which was analyzed by multiple linear regression. The research subjects were 203 female students using Instagram using a purposive sampling technique. The instruments used were the body dissatisfaction scale created by researchers based on aspects from Rosen & Reiter (1996) and the UADCS (Upward And Downward Comparison Scale) scale from O'Brien which was translated and adapted by Setiawati (2020). The results showed that there was a simultaneous effect of Upward Comparison and Downward comparison on the body dissatisfaction of female Instagram users, $r=0.521$ and $F=37,296$ at $p=0.000$ ($0<0.05$). The next results show that there is an upward comparison effect on the body dissatisfaction of female female students using Instagram, $p=0.000$ ($p<0.05$) and there is a downward comparison effect on the body dissatisfaction of female female Instagram users, $p=0.010$ ($p<0.05$). The effective contribution of the Upward Comparison and Downward Comparison variables to body dissatisfaction is 27.2% while the remaining 72.8% is influenced by variables outside the study. The implications of the results of this study are expected to provide an overview regarding the effect of upward comparison and Downward comparison on body dissatisfaction in female students who use Instagram.

Keywords: *Upward Comparison, Downward Comparison, Body Dissatisfaction, Student Instagram Users*

INTISARI

Nama : Alya Clarita
Program Studi/Fakultas : Psikologi Islam/Psikologi
Judul : Pengaruh *Upward Comparison* dan *Downward Comparison* terhadap *Body Dissatisfaction* pada Mahasiswi Pengguna Instagram di Fakultas Psikologi UIN Raden Fatah Palembang

Penelitian ini bertujuan untuk mengetahui pengaruh *Upward comparison* dan *Downward comparison* terhadap *body dissatisfaction*. Penelitian ini menggunakan pendekatan kuantitatif non-eksperimental yang dianalisis secara regresi linier berganda. Subjek penelitian sebanyak 203 mahasiswi pengguna instagram dengan teknik *purposive sampling*. Instrumen yang digunakan ialah skala *body dissatisfaction* yang dibuat oleh peneliti berdasarkan aspek aspek dari Rosen & Reiter (1996) dan skala UADCS (*Upward And Downward Comparison Scale*) dari O'Brien yang diterjemahkan dan diadaptasi oleh Setiawati (2020). Hasil Penelitian menunjukkan terdapat pengaruh secara simultan *Upward Comparison* dan *Downward comparison* terhadap *body Dissatisfaction* mahasiswi pengguna instagram, $r=0,521$ dan $F=37,296$ pada $p=0,000$ ($0<0,05$). Adapun hasil selanjutnya menunjukkan bahwa ada pengaruh *upward comparison* terhadap *body dissatisfaction* mahasiswi pengguna instagram, $p=0,000$ ($p<0,05$) dan ada pengaruh *Downward Comparison* terhadap *body dissatisfaction* mahasiswi pengguna instagram, $p=0,010$ ($p<0,05$). Sumbangan efektif yang variabel *Upward Comparison* dan *Downward Comparison* terhadap *body dissatisfaction* sebesar 27,2% sedangkan sisanya sebesar 72,8% dipengaruhi variabel diluar penelitian. Implikasi hasil penelitian ini diharapkan dapat memberikan gambaran terkait pengaruh *upward comparison* dan *downward comparison* terhadap *body dissatisfaction* pada mahasiswi pengguna instagram.

Kata Kunci: *Upward Comparison, Downward Comparison, Body Dissatisfaction, Mahasiswi Pengguna Instagram*