

ABSTRAK

Skripsi dengan judul “**Pengaruh *Body Shaming* Terhadap *Self-Esteem* Remaja di UPT SMP Negeri 2 Lima Puluh**” penelitian ini ditulish oleh Putri Indah Lestari, NIM. 126308211083, dengan pembimbing Afinia Sandhya Rini, M.Psi.

Kata Kunci : *Body Shaming*, *Self-Esteem*, Remaja.

Latar belakang penelitian ini didasarkan pada fenomena *body shaming* yang dialami remaja, yang berpengaruh negatif terhadap *self-esteem* mereka. Remaja berda dalam tahap pencarian identitas dan rentan terhadap tekanan sosial dan kritik terhadap penampiln fisik.

Masalah utama yang dikaji 1. Apakah *body shaming* pengaruh signifikan terhadap *self-esteem* remaja? 2. Seberapa besar pengaruh *body shaming* terhadap *self-esteem* remaja? Pendekatan yang digunakan dalam penelitian ini adalah kuantitatif dengan desain penelitian asosiasi kasual, pengumpulan data melalui kuesioner, dan analisis regrsi linear sederhana dengan teknik pengambilan sample *purposive sampling* terhadap 178 responden berusia 13-15 tahun.. Data analisis menggunakan uji regresi linear sederhana dengan bantuan SPSS versi 22.

Hasil penelitian menunjukan bahwa terdapat pengaruh signifikan *body shaming* terhadap *self-esteem*, dengan koefisien regresi sebesar 0,486 dan R^2 sebesar 0,288, yang berarti *body shaming* mampu menjelaskan sekitar 28,8% variasi *self-esteem*. Temuan ini mengindikasikan bahwa semakin tinggi pengalaman *body shaming*, maka cenderung menurunkan *self-esteem* remaja. Disarankan kepada pihak sekolah dan orang tua agar meningkatkan kesadaran tentang pentingnya penerimaan diri dan membangun lingkungan yang mendukung kesadaran tentang pentingnya penerimaan diri dan membangun lingkungan yang mendukung serta mengurangi praktik *body shaming*. Penelitian ini memberikan kontribusi penting dalam pengembangan ilmu psikologi remaja dan menjadi dasar untuk upaya pencegahan dampak negatif *body shaming* terhadap penurunan *self-esteem*.

ABSTRACT

Thesis entitled *“The Effect of Body Shaming on Self-Esteem Among Adolescents at UPT SMP Negeri 2 Lima Puluh,”* this research was written by Putri Indah Lestari, NIM 12630821108, with the supervisor Afinia Sandhya Rini, M.Psi.

Keywords: *Body Shaming, Self-Esteem, Adolescents.*

This research is based on the phenomena of body shaming experienced by adolescents, which has a negative impact on their self-esteem. Adolescents are in a stage of identity search and are vulnerable to social pressure and criticism of their physical appearance.

The main research questions are :1. Does body shaming have a significant impact on the self-esteem of adolescents? 2. How significant is the effect of body shaming on adolescents' self-esteem? The study adopts a quantitative approach with a causal association design, data collection through questionnaires, and simple linear regression analysis using purposive sampling technique with 178 respondents aged 13-15 years. Data analysis was performed using simple linear regression with SPSS version 22.

The results indicate that there is a significant effect of body shaming on self-esteem, with a regression coefficient of 0,486 and R^2 value of 0,288, meaning that body shaming explains approximately 28,8% of the variance in self-esteem. These findings suggest that higher experiences of body shaming tend to lower adolescents' self-esteem. It is recommended that schools and parents increase awareness about the importance of self-acceptance, create supportive environments, and reduce body shaming practices. This research contributes significantly to the development of adolescents' psychology knowledge and provides a basis for efforts to prevent the negative impacts of body shaming on self-esteem.