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HUBUNGAN *BODY SHAMING* DENGAN HARGA DIRI PADA MAHASISWA DI UNIVERSITAS NGUDI WALUYO UNGARAN
xvi + 55 + 2 gambar + 9 tabel + 12 lampiran

ABSRTAK

Latar Belakang: Terjadi peningkatan kejadian angka *body shaming* sebesar 966 kasus. *Body shaming* merupakan *bullying* secara verbal untuk menghina penampilan fisik yang berbeda. Dampak *body shaming* dapat menyebabkan harga diri rendah. Aspek-aspek pada *body shaming* yang menyebabkan harga diri rendah diantaranya: penilaian negatif terhadap bentuk tubuh, perasaan malu terhadap bentuk tubuh ketika berada di lingkungan sosial, penghindaran aktivitas sosial dan kontak fisik dengan orang lain. Tujuan penelitian ini untuk Menganalisis hubungan *body shaming* dengan harga diri pada mahasiswa di Universitas Ngudi Waluyo Ungaran.

Metode: Jenis penelitian adalah deskriptif korelatif dengan pendekatan *cross sectional design*. Populasi penelitian ini adalah 2.453 mahasiswa di Universitas Ngudi Waluyo Ungaran. Sampel dalam penelitian ini yaitu sebanyak 96 mahasiswa dengan teknik pengambilan sampel *proportionate random sampling*. Instrumen *body shaming* yaitu kuesioner *internalize shame scale* dan instrumen harga diri yaitu kuesioner *self esteem coopersmith*. Analisis data penelitian menggunakan uji korelasi *Spearman Rank*.

Hasil: Hasil penelitian menunjukkan sebagian besar mahasiswa mempunyai *body shaming* tinggi sebanyak 67 mahasiswa (69,8%). Mahasiswa dengan harga diri rendah sebanyak 53 mahasiswa (55,2%). Hasil uji statistik didapatkan kategori *body shaming* tinggi dengan harga diri rendah sebanyak 47 mahasiswa (70,1%). *P-value* $0,000 < \alpha = 0,05$ yang berarti terdapat hubungan yang signifikan antara *body shaming* dengan harga diri pada mahasiswa di Universitas Ngudi Waluyo Ungaran.

Saran: Mahasiswa diharapkan dapat meningkatkan harga diri saat menyikapi *body shaming* dengan cara berpikir positif, menyadari kelebihan dan kemampuan yang dimiliki, serta menjalankan hubungan interpersonal dengan baik.

Kata kunci : *Body shaming*, Harga diri, Mahasiswa

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THE CORRELATION BETWEEN BODY SHAMING AND SELF ESTEEM OF STUDENTS AT NGUDI WALUYO UNIVERSITY
xvi + 55 + 2 pictures + 9 tables + 12 attachments

ABSTRACT

Background: There was an increase in the number of body shaming cases as many as 966 cases. Body shaming is verbal bullying to insult different physical appearances. The impact of body shaming can lead to low self-esteem. The aspects of body shaming that cause low self-esteem include: negative assessment of body shape, feelings of shame about body shape in social environment, avoidance of social activities and physical contact with other people. The purpose of this study is to analyze the correlation between body shaming and self-esteem of students at Ngudi Waluyo University.

Methods: This type of research was descriptive correlation with cross sectional design approach. The population of this study were 2,453 students at Ngudi Waluyo University. The sample in this study were 96 students with proportionate random sampling technique. Body shaming instruments used the internalize shame scale questionnaire and self-esteem instruments used the self esteem coopersmith questionnaire. Analysis of research data used the Spearman Rank correlation test.

Results: The results show that most of the students have high body shaming as many as 67 students (69.8%). Students with low self-esteem are 53 students (55.2%). The statistical test results show that the category of high body shaming with low self-esteem are 47 students (70.1%). P-value $0.000 < \alpha = 0.05$, which means that there is a significant correlation between body shaming and self-esteem in students at Ngudi Waluyo University.

Suggestion: Students are expected to increase their self-esteem when responding to body shaming by thinking positively, realizing their strengths and abilities, and carrying out good interpersonal relationships.

Keywords: Body shaming, Self-esteem, Students