

ABSTRAK

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HUBUNGAN DURASI PENGGUNAAN MEDIA SOSIAL DENGAN TINGKAT *BODY DISSATISFACTION* PADA MAHASISWA FAKULTAS KEDOKTERAN UNIVERSITAS PELITA HARAPAN

Latar belakang: Media sosial bukanlah sesuatu yang asing lagi di mata publik saat ini. Terutama pada masa pandemi Covid-19, seseorang harus menjalankan *social distancing* dan membatasi aktivitas di luar rumah, sehingga salah satu cara mendapatkan hiburan dan juga berhubungan dengan keluarga serta teman adalah melalui media sosial. Dengan meningkatnya konten-konten yang menunjukkan standar kecantikan dan ideal tubuh yang tidak realistis dan sulit dicapai di media sosial. Banyak sekali orang, terutama wanita, ingin mengubah *body image* mereka karena merasakan ketidakpuasan terhadap tubuh sendiri. Beberapa penelitian telah meneliti hubungan durasi penggunaan media sosial dengan tingkat *body dissatisfaction*, namun beberapa penelitian memiliki hubungan yang signifikan dan beberapa menunjukkan tidak terdapat korelasi.

Tujuan: Untuk melihat apakah terdapat hubungan antara durasi penggunaan media sosial dengan tingkat *body dissatisfaction* pada mahasiswa fakultas kedokteran Universitas Pelita Harapan

Metode: Penelitian ini menggunakan studi analitik dengan pendekatan *cross-sectional study*. Sampel penelitian yang akan diambil adalah minimal 106 mahasiswa prelinik fakultas kedokteran dengan metode *simple random sampling*.

Hasil Penelitian: Dari 106 responden, mayoritas durasi penggunaan media sosial >3 jam per hari mengalami *body dissatisfaction* kategori *negative outcome*. Terdapat hubungan signifikan antara durasi media sosial dan *body dissatisfaction* ($p < 0,001$). Mahasiswa dengan durasi *low risk* memiliki 14,26 kali peluang lebih besar mengalami *positive outcome*.

Kata kunci: media sosial, *body dissatisfaction*, mahasiswa fakultas kedokteran.

ABSTRACT

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RELATIONSHIP BETWEEN THE DURATION OF USING SOCIAL MEDIA AND THE LEVEL OF BODY DISSATISFACTION

Background: Social media is not something new in the eyes of the public today. Especially during the Covid-19 pandemic, one must practice social distancing and limit activities outside the house, so one way to get entertainment and connect with family and friends is through social media. With the increase in content that shows unrealistic and difficult-to-achieve standards of beauty and body ideals on social media. Many people, especially women, want to change their body image because they feel dissatisfied with their own body. Several studies have examined the relationship between the duration of social media use and the level of body dissatisfaction, but several studies have a significant relationship and some show no correlation.

Aim of study: This research was conducted to find out if there is a relationship between the duration of using social media and the level of body dissatisfaction

Method: This research uses the analytical cross-sectional study with a sample that is a minimum of 106 preclinical students at the Faculty of Medicine, Pelita Harapan University using the simple random sampling method.

Results: Out of 106 respondents, the majority of those who used social media for more than 3 hours per day experienced body dissatisfaction in the negative outcome category (moderate and marked concern). Chi-square analysis showed a statistically significant relationship between the duration of social media use and the level of body dissatisfaction ($p < 0.001$). The odds ratio indicated that individuals with low-risk social media use (≤ 3 hours/day) were 14.26 times more likely to have a positive body image outcome compared to those in the high-risk group (> 3 hours/day)

Keywords: social media, body dissatisfaction, medical students.