

Research Article

Student's Perception of Body Image in #Bodypositivity at TikTok Among Telkom University Students

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Abstract.

#bodypositivity on Tiktok has been going viral since 2020, and this hashtag replaces *#offbeautystandart*. Various beauty concepts on social media make women aware of their need for identity. This research aims to discover the perception of body image in *#bodypositivity* at TikTok among Telkom University students. This study involved two variables: the perceptions of *#bodypositivity* at TikTok of Telkom University students as variable X and personal body image as variable Y. The research uses a descriptive quantitative approach by dividing the sample through the Sample Random Sampling method with an average population of 29,536 active female students at Telkom University. From the results of the classic assumption test, a significance value of 41.8% was obtained, which means that there was a significant influence on the perceptions of *#bodypositivity* at Tiktok of Telkom University female students on personal body image. In contrast, the rest were influenced by the other factors not examined in this study.

Keywords: perceptions, body image, *#bodypositivity*, TikTok, female students

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1. Introduction

This study is based on the background of physical appearance, which is one of the factors affecting the level of a person's body image. Physical appearance today is heavily influenced by public standardization, including social media, which can directly form a new crisis in one's perception of body image [2]. This condition is also adapted to research in the country of Indonesia [1], where 84 percent of people, namely Indonesian women, do not know if their image is beautiful, and 72 percent said that in order to get a beautiful self-image, women must be able to meet the existing ideal standardization.

Based on this, body image or body image plays an essential role in everyday life. Women's body image is one of the realistic attitudes and views that women can realize or even not realize about their shape, function, potential, perception, size, and performance

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of their own body from psychological pressure and the surrounding environment. Body image can be interpreted as one form of an individual's perception of the fullness and dissatisfaction of body shape [3]. A person's body image can change and be influenced by a person's perception of himself or his environment. Gifford's perception in Saputra [4] is included in the process of interpreting and interpreting information from influences of personal effects, cultural effects, and physical effects. The line of formation of one's perception is based on the figure below:

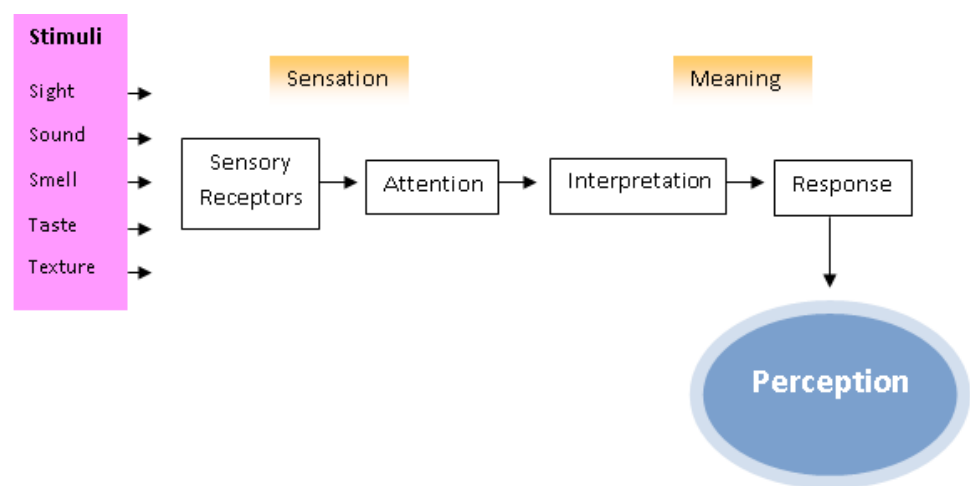


Figure 1: The process of perception.

The presence of *#bodypositivity* amid idealization is increasingly strengthened by the development of digital and social media; This hashtag serves as a form of perception of positive body image acquisition that can be strengthened by the presence of *#transpositivity* as a free-enhancement tag communications space that can later connect to and facilitate a person's perception of body image [5], in one of the Tiktok app platforms where users can see how *#bodypositivity* is located on the "fyp/for your page," feature, with 93,9M users using this hashtag on the Tiktok videos post. This phenomenon is where the perception of positive thinking through body positivity is aimed at giving a person space not to view particular stereotypes through the physical, racial, appearance, and gender side alone but to adapt better and change one's thinking in view [8]. Once a person's perception is associated with the prevalence of *#bodypositivity*, body image will help the individual to self-evaluate their appearance, attitude, mindset, and so on [6].

Departing from the crisis regarding the standardization of the physical appearance of women in the middle of society, this study aims to find out whether or not there is an influence or not between Telkom University students' perception of their self-image.

Perception of body image can be experienced by all women in the world, including one of them being a student at Telkom University as part of the community environment. The perception of individual Telkom University students does not preclude being different from each other and may also be influenced by the crisis of standardizing physical appearance in campus environments [7].

2. Research Methods

This study uses quantitative research methodology as a form of deductive application of thought processes that go from general truth to extraordinary. This quantitative research is based on a positivistic philosophy by examining specific populations or samples in a phenomenon studied. In this study, the scale of measurement used was the Likert scale [10]. Operationalization is performed using instruments and hypothesis testing to produce measurements of data variables. This research method was also strengthened by the contribution of aid to the use of non-experimental methods [9] is a descriptive method used to determine whether or not there is an influence on the perception of *#body positivity* in TikTok as a free variable (X) on the bound variable, namely Telkom University (Y) student body image.

2.1. Methods of Data Collecting

This study collected primary data by spreading the query online through the Google Form application for secondary data collection using previous library literature and related academic study books. Based on the research method, the hypothesis that researchers took in this study was that there is no effect on Telkom University students' perception of *#bodypositivity* at TikTok of personal body image (H_0), or there is an influence on Telkom University students' perception of *#bodypositivity* at TikTok of personal body image (H_1).

2.2. Population and Sample

The population belongs to a generalized region consisting of subjects with quantities of the adjusted characteristics of the researcher to conclude. The population in this study is Telkom University students counted 29,536 people based on official student admissions data on the website telkomuniversity.ac.id. Researchers used the Slovin formula for the

samples themselves to obtain the total respondents' results, namely as many as 100 Telkom University female students who were adjusted based on pre-research studies that met the existing respondent characteristics category.

3. Result And Discussion

After going through validity, reliability, and normality tests in each of the study variables, the perception of *#bodypositivity* of Telkom University students (variable X) and personal body image (variable Y) that are adapted to meet the characteristics of the research statement instrument, results were obtained following the research needs that match the existing standardization. Through descriptive analysis results, the average X-variable percentage yield of 83.38% with a very high continuum line category. For the Y variable itself, an average percentage yield of 75.25% with a high category on the continuum line.

The results of a simple linear regression analysis test were conducted to determine the influence between the X and Y variables. This result proves that customarily distributed data through influence tests given from Coefficient output, there is a Constant (a) score of 16,018 with perception *#bodypositivity* in TikTok at Telkom University Students of 1.112. There is an X regression coefficient of 1.112 corresponding to the Participation value. It can be expressed as positive in the direction in which the X variable affects Y. It is adapted to the coefficients table obtained based on the SPSS version 26 output:

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 16.018 | 4.797 | | 3.339 | .001 |
| | PERSEPSI MAHASISWI TELYU | 1.112 | .133 | .646 | 8.387 | .000 |

a. Dependent Variable: CITRA TUBUH PRIBADI

Figure 2: The Coefficients table of X and Y variables.

For the T-test, variable X's influence on variable Y results in the rejection of H_0 and acceptance of H_1 , which means there is an influence on Telkom University students' perception of *#bodypositivity* at TikTok of personal body image. Furthermore, the correlation analysis test through Pearson's product moment aims to see the contribution between the independent variable "Perception *#bodypositivity* in TikTok on University Telkom Students" and the dependent variable "Personal Body Image." The result is a

significant value of 0.000–0.05 which can be strongly correlated, and there is a relationship between the X and Y variables. After a solid and significant positive correlation was obtained, the results of the coefficient determination test on SPSS version 26 were:

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .646 ^a | .418 | .412 | 5.75116 |

a. Predictors: (Constant), PERSEPSI MAHASISWI TELYU

Figure 3: Coefficient of determination test.

This test was conducted after a Pearson's product-moment correlation test aimed at finding out how much the level of free variable ability (Perception *#bodypositivity* in TikTok in Telkom University Students) can explain the bound variable (Personal Body Image). The determination coefficient test by calculating the R Square formula is obtained by the determination coefficient with a correlation/relationship value of 0.646. From the output, a coefficient of determination (R Square) of 0.418, which contains the understanding that the effect of free variables (Telkom University Student Perception) on bound variables (Personal Body Image) is 41.8%.

4. Conclusion

Based on the research analysis results, researchers can draw conclusions where there is an effect between Telkom University students' perception of personal body image adjusted according to the T-test results on the hypothesis found at the count significance level of 0. The significance is 0.05 times smaller than the significance used. Thus, H₀ was rejected, and H₁ was accepted. The meaning is that there is a significant influence on Telkom University students' perception of personal body image. The calculation results in the coefficient test determined a value of 41.8%. This calculation shows that Telkom University's student perception has a 41.8% influence on personal body image. The rest were influenced by factors not found in the study.

The link between Telkom University's perception of personal body image and *#bodypositivity* suggests that 99 people out of 100 respondents said that *#bodypositivity* could change one's perception of body image positively because body image plays a vital role in body image. In addition, the idealization of body image on social media can

be changed by the influence a person gives through perception with the help of *#bodypositivity* on Tiktok social media. According to 78 respondents, the *#bodypositivity* is meaningful, like “The simulation is like how a person does not hate his or her body shape and does not blame reality for his or her acceptance.”

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