

Conference Paper

Malay Perception of Body Image, Self-Esteem, and Popularity in Social Media Context

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This study examined how the Malays perceived their body image, self-esteem, and popularity in the realm of social media. This study used a qualitative method by conducting in-depth interviews with two ethnic Malays. The result discovered that both participants had a fairly positive body image and were satisfied with their physical appearance. Even though there were some things they thought were not ideal, they still appreciated their body shape and understood that no one's physical appearance is perfect. The views of the two participants regarding body image were quite positive and were one of the predictors of their level of self-esteem, but self-esteem itself is how a person evaluates and views themselves as a whole, and does not focus on physical appearance only.

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1. Introduction

The Malays live in several areas of Malaysia, the east coast of Sumatra, around the coast of Kalimantan, southern Thailand, and the small islands that stretch along the Malacca and Karimata Straits. In Indonesia, the number of ethnic Malays is around 15% of the total population, most of whom live in the provinces of North Sumatra, Riau, Riau Islands, Jambi, South Sumatra, Bangka Belitung and West Kalimantan. Malay culture existed before the colonial invaded the archipelago, this culture grew in coastal areas which were strategic waterways and important international trade routes at that time (1). This makes Malay society an open society, both physically and culturally. The values of Malay culture which are full of Islamic religious values, are able to provide encouragement or motivation to become a society that is quwwah (expertise in carrying out tasks) which can also be interpreted as a society that can fulfill the need for glorious achievements and accomplishments (need for achievement) (2). In addition, it is also expected to form a

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Malay community that has a form of ukhuwah, namely a society that always strengthens kinship ties, which is also known as a need to be affiliated or joined in social groups (need for affiliation).

One of the media that is now often used by people to establish relationships and interact is through social media. Social media is the most popular choice of internet service that is in demand by young people, with an attractive visual appearance and the convenience of connecting someone with friends or strangers who have a wider range, as well as the ease of accessing various information (3). Social media supports users to freely share content regarding various information about life or moments they experience. The freedom to send and receive photos or videos from peers, family, celebrities, even strangers, photos of models or artists, can actually affect the body image of its users.

One of the intermediaries that is often used to build relationships and interactions is through social media. Social media is the choice of the most popular internet service that is of interest to young people, with an attractive visual appearance and the ease of connecting a person with a wider range of friends or strangers, as well as the ease of accessing various information (3). Social media supports users to freely share content regarding various information about their life or moments they experience. The freedom to send and receive photos or videos from peers, family, celebrities, even strangers, pictures of models or artists, can actually affect the body image of its users. According to the results of research by looking beautiful and attractive is also important when entering early adulthood, appearance is considered important and primary for a woman (4). This opinion is also justified, that women consider appearance important, so they often compare their physical appearance, especially body shape, with the bodies of other women who are considered more attractive (5). This phenomenon is closely related to body image. Body image itself is the attitude that a person has towards his body which can be in the form of positive or negative assessments (6). Body image is a strong predictor of self-esteem where the higher the evaluation of appearance, the more it will affect the increase in one's self-esteem (7).

Self-esteem is an assessment and assessment of oneself, how individuals see and evaluate and assess themselves as a whole (8). Self-esteem comes from successes and failures that form a self-image with both positive and negative things (9). Between the two, namely body image and self-esteem, there is a relationship, where in this modern era most people, including students, try to present a good image through their social media, as a way to increase self-esteem. In this case, you are more likely to associate success in presenting a good self-image with popularity on social media. In this case, the

researcher tries to prove this assumption by exploring the views of students, especially those with Malay ethnic backgrounds, on body image, self-esteem, and the popularity of social media.

2. Literature Review

2.1. Body Image

Body image is an evaluation and one's affective experience of physical attributes so that it can be said that investment in appearance is a major part of individual self-evaluation (10). Body image is a construct that has various dimensions that represent how a person can think, feel, and behave based on psychological experience and then influence the perception of his physical appearance. The perception of the body can be in the form of a positive or negative assessment of oneself depending on how the individual reacts to it.

Body image is a combination of perceptions of the body, where individuals can have accurate perceptions of body size, shape and weight and satisfaction with the body so that these individuals have their own satisfaction with body size, shape and weight (11). Body image consists of an evaluation attitude component and a belief component, where both components are related to feelings of satisfaction and dissatisfaction with the state of the body shape one has. In addition, Eysenck also argues that body image is generally a container of thoughts about a person's body which is dynamic, constantly changing according to information received from the environment around the individual (10). It can be concluded that body image is a picture, thoughts, perceptions, and attitudes of a person towards his body that lead to physical appearance accompanied by positive or negative beliefs and judgments about his appearance in front of other people and according to other people.

2.2. Self-Esteem

Self-esteem is a positive or negative attitude or assessment of an individual (12). Self-esteem is an affective, cognitive, and behavioral component which also involves problems of social interaction and not only comes from psychological and personal problems (13). Self-esteem is an attitude that comes from perceptions related to individual self-worth. Self-esteem is an assessment of oneself, which includes self-confidence that oneself is successful, important, capable and valuable (14)(15). In general, self-esteem is

a construct that is an evaluation of self-concept which includes an attitude of agreeing or disagreeing and the level of feeling valuable, important, and capable. Is a representation of oneself as a whole including cognitive and behavioral. It is also defined as a result of an individual's assessment of himself which is expressed in positive and negative attitudes (16). Meanwhile, according to Maslow self-esteem is a human need that must be met in order to proceed to the next level of needs in Maslow's Hierarchy of Needs theory. The need for self is divided into two, namely respect for oneself and respect from others (17).

Self-esteem is one of the factors that determines how individuals see themselves and behave (15). Individuals with high self-esteem will judge themselves as positive and think that they are someone who is useful and useful to others. Conversely, individuals who have low self-esteem tend to judge themselves negatively and feel worthless so they don't have good self-confidence (18). Individuals with high self-esteem are always positive and will look like a winner (19). Based on some of the definitions above, it can be concluded that self-esteem is an individual's subjective assessment of himself as an interpretation of self-assessment also from other people about himself which can be seen in positive and negative attitudes.

2.3. Popularity

The word popularity or popularity is taken from the Latin 'popularis' which means common or much liked. Several sources state that popularity means being liked by many people, cared for, and valued (20). But there is no definite definition of popularity itself. Popularity doesn't always happen to humans. Many other things can gain popularity such as food, place and clothing, and so on. The term popularity is well known to many people, although from this statement it can be seen that the meaning of popularity is not certain, but the meaning that is very attached to the word popularity is that many people like or like it (20). In the human context, popularity is often used as a benchmark to prove how an individual's ability to build social relationships.

3. Method

This study uses a qualitative research method with a phenomenological research design. Phenomenological study is a qualitative approach that aims to describe the general meaning of the participant's life experience for a concept or phenomenon. In the view of the researcher, this approach is considered appropriate for expressing matters

related to the views or perceptions of the participants on the concepts promoted by the researcher, namely, body image, self-esteem and popularity in the context of social media.

In this study, the researcher acted as the main instrument for data collection, because the researcher was directly involved in conducting semi-structured interviews in the interest of extracting data from the participants. The interview process was conducted informally using a voice recorder and field notes. The semi-structured interviews in this study referred to open-ended questions prepared by researchers based on aspects of body image, self-esteem, and popularity. Semi-structured questions allow the emergence of new questions according to the answers from participants during the interview session.

4. Result and Discussion

4.1. Result

With regard to body image, there is an Appearance evaluation component or evaluation of appearance in which how individuals assess the whole body and appearance, whether attractive, satisfying, or unsatisfactory, comfortable or uncomfortable with appearance. In view of (D), beauty is when she can be confident, able to accept the shortcomings that exist in herself and also women have their own beauty. Meanwhile, according to (A), beautiful is when a person can represent himself confidently. (A) who live by society's standards of beauty feel that their physical appearance does not match. Even so, she still feels beautiful as a woman. Then related to (D) satisfaction with his body, he felt that there were several things that did not meet the beauty standards of people. Whereas (A) had felt insecure because she felt that she did not match the standards of beauty on social media. One of the bad effects of beauty standards that apply in society is that it can cause a person to become insecure about himself. Insecure is a feeling of insecurity, or fear caused by dissatisfaction and lack of confidence in one's own capacity (21)(22). Nevertheless, (D) still feel satisfied and also not too insecure and focuses more on how to be confident with oneself, while (A) now believes in the existence of beauty diversity so that even though they feel that they do not conform to beauty standards, they still feel that they are beautiful and Try to be more self-accepting and self-confident. This is in accordance with Abdillah and Masykur's research which shows that there is a positive relationship between body image and self-confidence (23).

In addition, (D) feels that there is a discrepancy between what he posts on social media and his daily appearance because (D) posts more on social media when there are moments such as Eid or holidays wearing nice clothes, whereas in daily life not so much like that. This is in accordance with the opinion that the ideal body image displayed via the internet, even though it is not the same as the individual's real self, can make individuals dare to express themselves (9). Social media makes it easy for someone to display the self-image or physical image they want to display. Individuals can select, sort, and edit in advance what kind of physical image and self-appearance will be shown on social media. Individuals can display whatever self-presentation he wants.

Body image is also related to Appearance orientation (appearance orientation). Appearance orientation is an individual's attention to his own appearance and efforts made to improve and improve his appearance. According to (D), the criteria used in posting himself on social media are good, aesthetic, and interesting posts. This was applied by the two participants by using filters and paying attention to angles to display interesting results. One of the posting trends on social media today is a woman who is fashionable, photogenic, a photo style that includes selfies, close ups, candid and OOTD (24). However, (D) doesn't feel confident enough to post selfies or OOTDs and only occasionally posts them to close friends. In this regard, (D) also doesn't think too much about outfits, the important thing is that they are in accordance with the situation they are in and like to wear clothes that are not complicated and don't have to be fashionable. The two participants also felt insecure, they needed an assessment from other people as validation that the photos to be uploaded were appropriate, so there was a lot of consideration before posting their photos. The two participants did it all as a process to become more confident and presenting themselves attractively was one of the ways. This is in accordance with the opinion that looking beautiful and attractive is also important when entering early adulthood, appearance is considered important and important for a woman (25). Then (D) feels the importance of having to show the best self so that it can be seen positively, assessed well, and appreciated by others. This shows two behaviors in self-presentation, ingratiation and self-promotion (9). Ingratiation is behavior when an individual tries to display an impression that will make him or her liked by others, for example being perceived as a humorous, warm and friendly person. Meanwhile, self-promotion is when individuals try to show the impression that they are capable and competent.

The two participants also indicated dissatisfaction with some of the physical parts or aspects of themselves. (D) feeling dissatisfied with their disproportionate height and

weight. Apart from that, also on the teeth which according to him are uneven. Meanwhile (A) felt dissatisfied with their skin color, weight and height. However, as a whole, both of them feel satisfied with their physique while still feeling beautiful in their own way. This is related to Body area satisfaction or satisfaction with body parts which is individual satisfaction with specific body parts and the body as a whole.

Overall, it can be concluded that both participants had a fairly positive body image where both of them were satisfied with their physical shape and appearance. Even though there are some things that they think are not suitable, they still respect their body shape and understand that no one's physical appearance is perfect. In social media, they try to show their best and attractive selves because this is a process of increasing their self-confidence which also affects body image.

The views of the two participants regarding body image which is quite positive is one of the predictors of their level of self-esteem, but self-esteem itself is how a person evaluates and views himself as a whole, and does not focus on physical appearance only. In addition to physical appearance, the two participants expressed their feelings of satisfaction regarding character and competence or expertise. Participant (D) felt quite satisfied with his character which he thought was quite good. Meanwhile, participant (A) felt quite satisfied with his competence and how well he presented his self-image.

Aspects of self-acceptance in both subjects are also indicated by the emergence of indicators of feelings of having advantages. Both participants can mention well the strengths they have. Participant (D) can mention that his strengths are being someone who has leadership skills, problem-solving skills, and makes good decisions, and has responsible characteristics. Whereas participant (A) mentioned that his strengths were having good public speaking skills, being able to do make-up, and easily blending in or adapting to the environment. (A) also added that occasionally he would share his experiences in this regard, such as when he was an MC or moderator on his social media. This is one of the actions that shows his efforts to use social media as a tool for self-branding.

The assessment of the two participants was certainly not only on the positive side, they realized that they also had deficiencies that they were trying to improve. This awareness is a form of self-acceptance. Both are able to accept both their strengths and weaknesses and try to be better. The two participants (D) and (A) used to think that a deficiency was an obstacle but now this perception can be changed, that a deficiency is a challenge for oneself to try to be better.

In addition to a positive view of oneself, self-esteem can also be measured through indicators of feeling respected by others. The two participants did not explain too much

about their feelings of being respected by others, but in the context of social media, the response from other people towards them was quite positive and this had an impact on their self-confidence. Participant (D), explained that there is an effort to be respected by others by showing the best self-image but also what it is so that other people can see themselves as who they really are. Participant (A) also showed the same effort by trying to achieve the ideal self where the ideal self that he wanted to show was a self that was useful for others. However, participant (A) added that he was still quite far from that. Participant (A) also admits that he rarely represents efforts to achieve his version of the ideal self on social media because social media also has negative impacts such as making him compare himself to other people, so participant (A) still limits his own freedom to share things about himself in the media. social. This is in accordance that women often compare their physical appearance with other people who are considered more attractive (4). Furthermore, according to the two participants, the things they do to respect themselves are by doing positive and fun things such as taking walks and eating delicious favorite foods.

5. Discussion

From the explanation above it can be concluded that the two participants showed quite good self-esteem, overall they saw themselves from a positive side and were satisfied with it. Even so, there are some shortcomings and feelings of insecurity sometimes arise, but are balanced with efforts to improve themselves even though these efforts are not always represented through social media.

Regarding popularity on social media, it is known that (D)'s Instagram social media has a number of followers of 1,474 followers. It was found that (D) felt satisfied with the responses received, felt the good responses obtained were sometimes true but sometimes only a form of formality, felt satisfied with activities on social media so far, and did not make any effort to maintain the positive responses obtained because (D) only use social media in spare time. Meanwhile (A) has a number of Instagram followers of 1,081 followers. (A) felt satisfied with the responses received, received positive responses to the posts, were satisfied with the activity on social media so far, and made no effort to maintain the positive responses obtained because (A) actually wanted to minimize posting and would only post if you are sure of what to post. This was done (A) to avoid something that could make him down. Overall, both participants had a good perception of their social media and felt they had pretty good popularity. This was supported by the two participants who always tried to upload themselves that were attractive

and good both in terms of appearance and showing competence on social media. This behavior shows aspects of popularity, namely physical attractiveness and personal characteristics. Perceptions of popularity and physical attractiveness are a reciprocal effect of one another. Then, someone who is popular usually has traits that are liked by people, which shows characters such as being friendly, not arrogant, and intelligent (20).

Of the three concepts discussed in this study, the participants who is a Malay ethnic student who has views regarding good body image and makes it one of the supports for the emergence of a good level of self-esteem as well. In the context of social media, they try to display a good self-image to create positive branding and because appearance is very important to beautify themselves and increase self-confidence. A good and attractive self-image can make the interlocutor feel comfortable and as a form of spreading positivity. This can be understood as an effort to build quality relationships with other people who are also nurtured in the values of Malay culture.

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