

Body Image of Emerging Women as Seen from Intensity of Instagram Use

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Abstract

Emerging adults are heavily influenced by their environment, including social media platforms such as Instagram. The ideal standard of appearance that is spread on social media, in particular This Instagram, is having a skinny body, and this white skin turns out to be inversely proportional to the standards in East Nusa Tenggara, one of which is the eastern province of Indonesia. Investigate this goal to learn about the intensity of Instagram use with an image body. Investigate this goal to learn about the intensity of Instagram use with an image body. Quantitative study with a correlational approach Participants surveyed 384 women Instagram users in 22 districts in NTT Province, aged 18–24 years (mean age, 21 years). The sample used is the sampling quota. Data collection using *The Instagram Intensity Scale* consists of the top 3 dimensions: connection, emotion, number of followers, and duration of time used on Instagram; and *the Body Appreciation Scale 2*. Data analysis using Rank Spearman. The analysis results show a significant correlation between the image body and the number of followers. Body image has no significant relationship with connection emotion or frequency of Instagram use.

Keywords: Body image, Instagram intensity, emerging adulthood

Introduction

Women in emerging adults want physical appearance The ideal. Emerging adult women get strong influence from social media like Instagram about their body image. Gillen and Lefkowitz (2009) stated that women, as emerging adults, get powerful messages _ related to appearance and physique from the environment around who plays a role in shape perception about their body. Other people's ratings of appearance, specifically appearance, physically affect an individual's perception when seeing herself alone.

It is an objective body because it contains the structure and physical structure. The body's reaction could be predictable, such as a reaction to a cold, a sick person, happiness, or hunger. It contains a subjective meaning, consisting of mental representations, ideas, or conceptions (Tolman & Debold, 1993). An image

comes from perception influenced by personal and cultural factors. Combining the meanings of the terms leads to the image of the body as an internal representation of the appearance of someone who reflects dimensions of physical and perception. Body image is constructed as multidimensional, consisting of one perception of self and attitude about body or appearance outside somebody (Cash, 2004; Grogan, 2008).

Body image studies of student women have discovered a trend to compare their appearance to that of a woman whose age has a mediating connection. Among Facebook users, social media use and body image problems (Fardouly & Vartanian, 2015). Studies of body image reviewed from intensity use of Instagram are not yet done. The virtual world through social media offers many applications that

can be used for interacting with other people. Instagram is a social media application used for photo sharing that allows users to take photos, apply digital filters, and share them with various social networking services, including the owner of the Instagram account.

Emerging adult women are currently listed as Indonesia's most dominant active Instagram users (NapoleonCat, May 2022). Data shows Instagram users in Indonesia as of May 2022 were 108. 900. 500. The majority of users on Instagram are women, with a percentage of 51%. The biggest Instagram users are 18–24 years old, as much as 41,300,000. Report Association Indonesian Internet Service Provider (APJII, 2020) published every three years convey that at the end of 2020, there are 3,338,440 internet users in East Nusa Tenggara, 42.3% often and 21.3% only once a while using Instagram. User, the biggest Instagram in NTT itself, is a woman with 51% representation, and dominating group age is 20-24 years old with 14.1% representation of three mercy category age provided.

Research about the body affected by social media, especially Instagram, has been carried out in Indonesia. Research by Aristantya & Helmi (2019) in four provinces, DI Yogyakarta, Jakarta, Bandung, and Surabaya, found a positive relationship between body image and the intensity of Instagram use among adolescents. Research by Laendra & Vardiansyah (2018) about the representation of body image and beauty standards of Indonesian women on Instagram based on slim bodies and white skin. Beauty spread on Instagram and was popularized by celebgrams and influencers. Other research by Martanatasha & Primadini (2019) shows no influence, no direct Among self-esteem, image body, and Instagram social media exposure.

The ideal standard of appearance spread on social media, especially on Instagram, is having a skinny body and white skin, which is compared backward to standard beauty in East Nusa Tenggara. Residents of Nusa Tenggara east are of Melanesian race. The characteristic Melanesian race physique has brown skin, curly hair, and little body fat. How the body image of emerging adults was reviewed on Instagram in the province of East Nusa Tenggara has not yet been known.

Method

Participants consist of over 384 female Instagram users in 22 districts in NTT Province, emerging adults aged 18–24 years (mean age of 21 years). Subjects were taken using quota sampling. Instrument data collection using two scales. First, the Instagram Intensity Scale (Trifiro, 2018) was adapted from the Facebook intensity scale (Ellison, Steinfield & Lampe, 2007). This scale has three dimensions: emotional connection, number of followers, and frequency of use of Instagram. Items 1 to 6 are in the form of a Likert scale with five responses ranging from strongly disagree (1) to strongly agree (5). Item 7 (How many total Instagram followers do you have?) and Item 8 (How much time do you spend on Instagram per day in one week?) are open-ended questions with the number of followers and the number of hours. Second, the Body Appreciation Scale 2 (BAS-2 by Tylka & Wood-Barcalow, 2015) was translated into Indonesian. This scale consists of the top 10 items Likert scale with five responses. Data collection was conducted on a spread scale through Google forms online. Data analyzed use *Spearman rho*.

Table 1. Respondent Age Data

Age	Frequency	Percentage
18-20 years old	133	34.6%
21-22 years old	162	42.2%
23-24 years old	89	23.2%
Total	384	100%

Results and Discussion

Respondents in this study were emerging adulthood women who were domiciled in all the regencies and cities spread across the province of NTT. Respondents are described on table 1.

Based on table 2, it is known that the coefficient correlation among variable image body with

connection emotion user Instagram and number of followers is $p = 0.081$ and $p = 0.107$, which means they have a close positive relationship (or unidirectional), while the coefficient correlation between variable image body and amount of Instagram usage is $p = 0.031$, which means they have a close negative relationship (or no unidirectional).

Table 2. Place participant data domicile

No.	County /City	Frequency	Percentage
1	Alor	12	3.1%
2	Speckle	15	3.9%
3	Ende	14	3.6%
4	East Flores	12	3.1%
5	Kupang	31	8.1%
6	Kupang City	59	15.3%
7	Lembata	13	3.4%
8	Malacca	15	3.9%
9	Manggarai	14	3.6%
10	West Manggarai	13	3.4%
11	East Manggarai	13	3.4%
12	Nagekeo	15	3.9%
13	what's wrong	12	3.1%
14	Rote Ndao	12	3.1%
15	Sabu Raijua	25	6.5%
16	Sikka	15	3.9%
17	West Sumba	11	2.8%
18	Southwest Sumba	11	2.8%
19	Central Sumba	12	3.1%
20	East Sumba	11	2.8%
21	South Middle East	32	8.3%
22	North Middle East	17	4.4%
Total		384	100

The purpose of this study is to learn about the Instagram connection intensity with body image based on aspect intensity and state Instagram use in a hypothesis that first, there is a significant relationship between body image and connection emotion among

Instagram users. Second, there is a significant relationship between body image and the number of *followers* Instagram users have. Third, there is a significant relationship between body image and the frequency of use of Instagram.

Table 3. Spearman Rho. Test

			Body Image	Connection Emotion	Amount Followers	Frequency of Instagram Usage
Spearman's rho	Body Image	Rho	1,000	0.081	0.107 *	-0.031
		p	.	0.114	0.035	0.544
		N	384	384	384	384

The hypothesis test results using spearman rank show a relationship between body image and the number of followers, with a significant score of $p < 0.05$ and $\rho = 0.107$. According to the research findings, the taller the number of followers, the better the body image of a woman emerging into adulthood in East Nusa Tenggara. On the other hand, the lower the number of followers, the more low-key body image of a woman emerging into adulthood in East Nusa Tenggara. Research of the results shows this by the proposed H2 hypothesis that there is a significant relationship between the image body and the number of followers among Instagram users. The result is in line with one of the influencing factors of body image proposed by Cash & Pruzinsky (2002): factors of mass media and interpersonal relationships.

The number of followers is very influential in increasing body image. The more followers a user has, the more recognized and supported. They will feel through interactions, such as getting lots of likes or comments. Tyler (2016, quoted from Aristantya & Helmi, 2019) also stated that the number of likes indicates whether a photo, video, or uploaded message is an interesting thing to other people's attention.

Good body image can be obtained when somebody feels they are getting recognition and support. Feelings are recognized and earned through likes, comments, shares, or even at times, uploads of stories and lots to watch. This thing is in line with the results of Aristantya and Helmy (2019), who stated that one of the factors that cause a tall or low-image body is supported social. Chua and Chang (quoted from Aristantya and Helmi, 2019) also reported that research on adolescents showed that likes and followers are connected with respect for others'

appearance and physique, which could increase appreciation of self.

According to research findings on women entering adulthood in East Nusa Tenggara, body image does not correlate with connection emotions on Instagram ($p = 0.114$) or frequency of Instagram usage ($p = 0.107$). This is because, when using the user's Instagram, he is not too comfortable expressing himself and his mind or interacting more with other users on Instagram, so he does not have a strong emotional bond with Instagram. The study results that having a sense of comfort in disclosing thoughts on Instagram can make somebody emotionally bound. Besides that, feelings others receive to make an individual bound by emotions with Instagram (Setiasih, 2021). Frequency Instagram usage doesn't influence body image because the use of Instagram allows users not only to see other people's physiques and compare themselves with themselves, but they could also use Instagram to see news, information, or other things that do not influence body image. So long as or short of frequency, Instagram usage does not influence the image body.

The ideal body image on Instagram differs from the ideal body image of the people of East Nusa Tenggara so that users do not try to personalize themselves too much, like a beauty trend that requires somebody to be white and slim to look beautiful. Body image scattered beauty by implied between the people of East Nusa Tenggara have ripe brown skin, a little body, and do not have straight hair because it has been proven that many women with straight hair are beautiful and sweet with the curls. This is what makes a woman based on comparison things backwards. Because good social circles surround them, most are not white and slim. Proven with measurement image

the body that discovers that category image body woman. Most emerging adulthood in NTT is very high, with connection emotions being medium and frequency and enough followers being high.

Conclusion

Body image was significantly related to the intensity of Instagram usage on aspects of followers. In NTT, aspect connection, emotion, and frequency of time Instagram usage are not associated with image body emerging adult women. This benefits Instagram users who want to increase their followers and improve their image. Suggestions for emerging adult girls to increase followers by uploading positive content only.

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