



Original Research

THE RELATIONSHIP BETWEEN BODY DISSATISFACTION AND SOCIAL ANXIETY IN ADOLESCENTS USING INSTAGRAM FACE FILTERS

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ABSTRACT

Introduction: Dissatisfaction with one's body, especially the face, is common among adolescents. These feelings often lead young women to use face filters on Instagram to conceal their feelings. The gap between real-life appearances and virtual images can increase anxiety in social situations. This study aimed to investigate the relationship between body dissatisfaction and social anxiety among adolescent girls who utilize face filters on Instagram.

Method: This research employed an observational analytic correlation design with a cross-sectional approach involving a sample of 165 participants selected through purposive sampling. The level of body dissatisfaction was assessed using the Multidimensional Body-Self Relations Questionnaire-Appearance Scale, which yielded a Cronbach's Alpha reliability coefficient of 0.866. Meanwhile, social anxiety levels were measured using the Social Anxiety Scale for Adolescents, which demonstrated a Cronbach's Alpha reliability coefficient ranging from 0.76 to 0.91.

Results: The univariate analysis showed that 24.2% of respondents had moderate body dissatisfaction, while 52.7% experienced average social anxiety. The bivariate analysis revealed a strong positive correlation ($r=0.435^{**}$, $p=0.001$) between body dissatisfaction and social anxiety, indicating that increased body dissatisfaction is associated with higher social anxiety levels.

Conclusions: The findings suggest a significant relationship between body dissatisfaction and social anxiety among adolescent girls who use face filters on the Instagram platform. It is recommended that health education initiatives be implemented for young Instagram users to help mitigate body dissatisfaction and anxiety in their social interactions.

Keyword: Adolescents; Body dissatisfaction; Instagram face filter; Social anxiety

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1. INTRODUCTION

Adolescence is a transition from childhood to adulthood. During this period adolescents begin to recognize the outside environment (Syahraeni, 2020). Adolescents are the population aged 10-19 years (World Health Organization, n.d.), based on (Peraturan Menteri Kesehatan Republik Indonesia Nomor 25 Tahun 2014, 2014), adolescents are the population aged 10-18 years, while according to (Badan Kependudukan dan Keluarga Berencana Nasional, n.d.) adolescents are 10-24 years old and

not married. Based on this age group, adolescents are divided into three types, namely: (1) early adolescents aged 12-15 years, (2) middle adolescents aged 15-18 years, and (3) late adolescents aged 18-21 years (Ammang et al., 2017).

Adolescents constitute a sizable population group today. At the global level, the adolescent population is estimated to reach 16% or 1.3 billion 10-19 years old (Unicef, 2023). In Indonesia, based on (Badan Pusat Statistik, 2022a), the population in the age range of 10-19 years is 44,252.2 million people from the total population of Indonesia, where Banten

Province is ranked as the 8th largest adolescent population in Indonesia with a total of 2,013,191 people (Badan Pusat Statistik, 2022b).

During their growth and development, adolescents experience changes in various aspects, including physical, mental, and social aspects (Aristantya & Helmi, 2019). Physically, adolescents experience changes in body shape and function during puberty related to hormonal changes characterized by the appearance of secondary sex signs. Socially, adolescents begin to feel an attraction to the opposite sex. One of the changes in the social aspects of adolescents is influenced by environmental factors (Aristantya & Helmi, 2019). Teenagers will expand their social networks, either interacting face-to-face or using technology such as the internet and social media (Syahraeni, 2020). Social media is the most preferred offline media for people around the world today (Sari & Susilawati, 2022). Currently, the types of social media that are popular with users can be used to communicate, exchange information, and interact socially (Fitri, 2020). One of the social media that is popularly used today and has many users is Instagram.

According to data released (CNBC Indonesia Research, 2023), the fourth position in the world with the most Instagram users is occupied by Indonesia. Napoleon Cat revealed that until April 2023, as many as 109.33 million Instagram users were Indonesian citizens, increasing by 3.45% from the previous month of 105.68 million users (Rizaty, 2023). Based on a report published by We Are Social, in early 2023, Instagram users in Indonesia occupied the second highest position with the most users after WhatsApp, namely with a percentage of 86.5% of active users, followed by Facebook, TikTok, Telegram and Twitter in the following order (Kompas, 2023).

The social development that occurs makes adolescents pay more attention to their physical appearance. Positive assessments given by the environment affect adolescents' self-assessments. Adolescents often also have idol figures as role models, including appearance. The existence of inappropriate assessments of adolescent appearance can impact body image dissatisfaction (Fox & Vendemia, 2016).

Body image is an individual's perception of their body (Willianto, 2017). Unlike boys, adolescent girls often feel more dissatisfied with their bodies during puberty (Reel et al., 2015). Studies show that 91% of women feel dissatisfied with their bodies (Ariani et al., 2021). This is due to several factors, such as skin problems, dull skin, and acne (Putri Giriansyah & Mochammad Sa'id, 2022). A study on body image, self-image, and self-ideal of adolescent girls with acne at SMK Bhakti Persada Kendal showed

that 54.8% had a negative body image (Agustin et al., 2019). Another study conducted in West Kalimantan, Sambas Regency, precisely in Lonam Village, on adolescents with acne vulgaris showed that 62.5% of adolescents did not feel satisfied with the condition and shape of their faces, and 75% of adolescents felt embarrassed because they had acne on their faces (Winda Amiar, 2020).

Dissatisfaction with body conditions encourages adolescents to try to cover up these shortcomings (Diananda, 2019). One of the efforts that teenagers often make is using Instagram face filters (Maharani, 2022). Face filters, such as beautifying effects on the Instagram application, are digital photo effects that make faces look more attractive in cyberspace (Maharani, 2022). A study conducted on late adolescents with acne vulgaris problems showed that all informants (100%) used beautifying facial filters from Instagram social media to look beautiful, cover acne/comedones, and be more confident (Maharani, 2022). Another study also stated that 23.6% of respondents who used Instagram filters had a low self-image, and 6% had a very low self-image (Suryana, 2021).

Body dissatisfaction affects adolescents' social life. Studies show that 1 in 3 girls with solid body image dissatisfaction have low self-esteem and higher social anxiety (Prastia et al., 2023). Social anxiety is generally influenced by self-concept. Individuals feel worried if their self-image gets adverse judgment from others, which often causes social anxiety (Prastia et al., 2023; Sari & Susilawati, 2022). This is following the expression of one of the following research participants: *"Sometimes by not using a filter, there are those who indirectly mock you are beautiful because of the filter; the original is different from the filter. Finally, I am insecure. Indeed, the filter is to beautify, but because of other people's responses, it makes us insecure"* (Sari & Susilawati, 2022).

The impact of social anxiety can be seen in a decrease in mental well-being, quality of life, and social roles and functions (Batadal, 2021). Adolescents with social anxiety often underestimate their abilities and consider themselves worse than others (Batadal, 2021). One of the developmental tasks of adolescence is to accept the nature of the body and the ability to establish human relationships with the environment in which they live (Singgih D, 2014). The development of self-confidence and personal identity characterizes adolescent development. The success of adolescents in fulfilling their social responsibilities can help them develop the ability to remain confident in themselves. Failure to fulfill the developmental tasks experienced by adolescents will make adolescents experience role confusion, such as inferior, worthless, and less active,

which can cause social anxiety and make adolescents feel isolated (Fitriana, 2019).

Based on the preliminary study at SMK Kesehatan Husada Pratama, it was found that 238 (99.12%) adolescent girls felt themselves more attractive when using Instagram face filters, and 154 (64.16%) adolescent girls who used Instagram face filters felt anxious when dealing directly with their social environment because they felt their self-image was not as attractive as in cyberspace. The data is supported by the results of interviews submitted by six adolescent girls as representatives of each Force. They explained that they always use this feature when uploading photos/videos to social media to make them look more attractive. Until now, there has been no research on the body dissatisfaction and social anxiety of SMK Kesehatan Husada Pratama students. According to the background, researchers are interested in further examining the relationship between body dissatisfaction and the level of social anxiety of adolescent girls who use Instagram filters at SMK Kesehatan Husada Pratama.

2. METHODS

2.1 Design

The study employs a quantitative design with a cross-sectional correlation analytic observational approach.

2.2 Population and sampling

The population in this study was 240 students of SMK Kesehatan Husada Pratama. The purposive sampling judgment technique with the Slovin calculation formula was used to determine the number of research samples. 165 people were obtained to be the sample of this study, including an additional 10% as a reserve if there were respondents who died and did not meet the inclusion criteria. The inclusion criteria in this study are (1) adolescent girls of SMK Kesehatan Husada Pratama aged 15-18 years who use the Instagram facial filter feature, (2) willing to become research respondents by agreeing to voluntary informed consent without coercion from the researcher. Moreover, the exclusion criteria were (1) not using Instagram face filters, (2) having barriers in reading or writing, and (3) not being willing to participate in the study by choosing "disagree" on the informed consent.

2.3 Variable

The Independent variable in the study was body dissatisfaction, and the dependent variable was social anxiety

2.4 Instrument

Primary data were obtained from respondents by filling out a questionnaire via Google form. The level of body dissatisfaction was measured using a questionnaire adapted from the Multidimensional Body-Self Relations Questionnaire-Appearance Scale (MBSRQ-AS) developed by Cash and Pruzinsky in 2002. This scale consists of 34 statement items. After

being adapted and testing the measuring instrument Based on the results described in Table 3, it is known that the frequency of social anxiety categories is dominated by moderate social anxiety as many as 87 people (52.7%), followed by high social anxiety as many as 49 people (29.7%) and low social anxiety category as many as 29 people (17.6%). with 2 rounds, 11 items fell until there were 23 items with a Cronbach Alpha reliability coefficient of 0.866. The level of social anxiety is measured using the Social Anxiety Scale for Adolescents (SAS-A) questionnaire developed by La Greca and Lopez. It has 18 items with a Cronbach Alpha reliability coefficient of around 0.76-0.91.

2.5 Procedure

Researchers validated the initial data on the number of middle-aged women who use Instagram face filters. After determining the respondents according to the inclusion criteria and then coordinating with the Husada Pratama Health Vocational School for data collection on respondents, the researcher collected data by distributing questionnaire links online using Google form, which also contained informed consent.

The researcher provided information if the respondent did not understand the meaning of the questions given via private message. This research was conducted alone without the help of a research assistant. After the questionnaire was filled in, the respondent submitted it, which would be automatically sent to the researcher. Finally, data processing and analysis

2.6 Analysis

Researchers used univariate analysis to determine the frequency and percentage of characteristics of research respondents, including class, age, length of use of facial filters, frequency of use of facial filters, and types of facial filters used by respondents. The researcher also used bivariate analysis using the Pearson product-moment correlation test to analyze the relationship between body dissatisfaction and social anxiety of adolescent girls who use Instagram face filters. The analysis was conducted with SPSS 27.0 for Windows.

2.7 Ethical Clearance

This study obtained research ethics approval from the health research ethics commission of the Universitas Pembangunan Nasional "Veteran" Jakarta with certificate number 341/VIII/2023/KEPK.

3. RESULTS

Table 1 explains that the education level (class) of respondents is dominated by class XI (40.6%) and XII (40.0%). The majority of respondents in this study were 17 years old (39.4%), with the most extended usage of face filters on Instagram being 1 to 3 years (41.8%). Regarding frequency, respondents in this study mostly used face filters

on Instagram > 8 times a week. The types of face filters used by respondents varied: color adjustment, beautifying, random, game, quiz,

many as 39 people (23.6%), very high body dissatisfaction as many as 33 people (20.0%), low body dissatisfaction as many as 27 people

Table 1. Demographic Characteristics of Research Respondents

No	Characteristics	Category	Frequency	Percentage (%)
1	Grade	X	32	19.4
		XI	67	40.6
		XII	66	40.0
		Amount	165	100
2	Age	15 years old	37	22.4
		16 years old	56	33.9
		17 years old	65	39.4
		18 years old	7	4.2
		Amount	165	100
3	Length of face filter usage	< 1 years	39	23.6
		1 to < 3 years	69	41.8
		3 to < 6 years	37	22.4
		> 6 years	20	12.1
		Amount	165	100
4	Frequency of face filter usage	< 8 times a week	97	58.8
		8 – 14 times a week	42	25.5
		15 – 21 times a week	15	9.1
		22 – 28 times a week	3	1.8
		> 28 times a week	8	4.8
		Amount	165	100
5	Types of face filters used	Color adjustment	20	12.1
		Beautifying	126	76.4
		Random	4	2.4
		Game	11	6.7
		Quiz	3	1.8
		Immersive	1	0.6
		Amount	165	100

Table 2. Frequency Score of Respondents' Body Dissatisfaction Level

Category	Frequency	Percentage (%)
Very Low	39	23.4
Low	27	16.4
Medium	40	24.2
High	26	15.8
Very High	33	20.0
Amount	165	100

Table 3. Frequency Score of Respondents' Social Anxiety Level

Category	Frequency	Percentage (%)
Low	29	17.6
Medium	87	52.7
High	49	29.7
Amount	165	100

and immersive. The most widely used filter type is beautifying, with 126 people (76.4%). According to Table 2, the frequency of respondents' body dissatisfaction categories was dominated by moderate body dissatisfaction as many as 40 people (24.2%), followed by very low body dissatisfaction as

(16.4%) and high body dissatisfaction as many as 26 people (15.8%). Based on the results described in Table 3, it is known that the frequency of social anxiety categories is dominated by moderate social anxiety as many as 87 people (52.7%), followed by high social anxiety as many as 49 people (29.7%) and low

Table 4. Assumption Test Results

Variable	Frequency	Asymp. Sig. (2-tailed)	Sig. Deviation from linearity
Results of Body Dissatisfaction and Social Anxiety Scores	165	0.200	0.207

Table 5. Results of Bivariate Correlation Analysis of Body Dissatisfaction Score and Social Anxiety Level Score of Respondents

Variable	Correlation Coefficient (r)	Significant Coefficient (p)	Explanation
The relationship between the level of body dissatisfaction and the level of social anxiety	0.435**	0.001	Accepted hypothesis

social anxiety category as many as 29 people (17.6%). Assumption tests include data normality tests, and data linearity tests carried out as a condition of parametric tests before conducting data analysis. The normality test in this study uses Kolmogorov-Smirnov (1-Sample-K-S). Table 4 shows that with a sample size of 165 people, the significance value of 0.200 ($p > 0.05$) indicates that the residual value is usually distributed. Based on the linearity test results, it is known that the Sig. Deviation from the linearity value is 0.207 ($p > 0.05$); it can be concluded that there is a linear relationship between body dissatisfaction and social anxiety.

Based on the bivariate analysis results using the Pearson product-moment correlation test described in Table 5, the significant coefficient value (p-value) is 0.001. The p-value < 0.05 indicates that the hypothesis is accepted, so it can be concluded that there is a significant relationship between body dissatisfaction and social anxiety in middle-aged women who use Instagram face filters. The analysis results also show that the correlation coefficient (r) value is 0.435, indicating a reasonably strong relationship between body dissatisfaction and social anxiety in middle-aged women who use Instagram face filters. The positive sign indicates the direction of the relationship between body dissatisfaction and the level of adolescent social anxiety, so it is found that the higher the value of body dissatisfaction, the higher the value of the level of adolescent social anxiety, and vice versa. Based on the results of the Pearson product-moment correlation test, it can be concluded that there is a relatively strong positive and significant relationship between body dissatisfaction and social anxiety in middle-aged women who use Instagram face filters.

4. DISCUSSION

Most 15-18-year-old SMK Kesehatan Husada Pratama students who use Instagram face filters have moderate to very high feelings of body dissatisfaction. The results of the body dissatisfaction category, which is dominated by the moderate to very high category, are apparently in line with other research conducted at one of the junior high schools in Yogyakarta, where most respondents' body dissatisfaction category was the high category as many as 17 people (29.31%) followed by the low and shallow categories of 11 people each (18.97%), the moderate respondent's body dissatisfaction category was 10 people (17.24%), and the respondent's body dissatisfaction category was very high as many as 9 people (15.51%) (Nindita, 2018). Another study also showed similar results, where most respondents' body dissatisfaction category was high, as many as 32 people (76.0%). In comparison, the body dissatisfaction of low-category respondents was ten people (24.0%) (Sigarlaki & Dzahabiyah, 2022).

The level of body dissatisfaction is influenced by several factors: skin color, nose shape, breast size, weight, and so on (Siswoaribowo, 2020). Another factor that causes body dissatisfaction is the presence of biological factors that cause physical changes (Putri et al., 2021). The gap between beauty standards is often misinterpreted, which impacts a person's psychology and makes individuals feel insecure about their bodies (Putri et al., 2021).

Based on the results described in Table 3, it is known that most female students of SMK Kesehatan Husada Pratama students aged 15-18 years who use Instagram face filters have moderate to high feelings of social anxiety. This is like another study conducted at a university in Malang related to social anxiety, where the most social anxiety category of respondents was the moderate category, with as many as 70 people (49.3%), followed by the high category, as many as 38 people (26.76%), and the low social anxiety category of respondents as many as 34 people (23.94%) (Irwansyah, 2021). Another study also showed similar results, where most respondents'

social anxiety category was the high category, as many as 34 people (81.0%), while the respondents' body dissatisfaction was in the low category as many as eight people (19.0%) (Sigarlaki & Dzahabiyah, 2022).

High and low levels of social anxiety can be influenced by the following factors, including (1) genetic factors, namely a genetic parent and family that has anxiety that is passed on to their children, (2) social experiences such as humiliation or prolonged trauma in public places can cause social anxiety. (3) cultural influences such as applying parenting methods to children or habits formed by people around them, (4) neurochemical influences that can cause anxiety disorders. According to research, an imbalance of serotonin fluid in the brain can be one of the causes of anxiety, (5) psychological factors such as fear of unpleasant things, negative beliefs, and irrational beliefs (Basma, 2022).

Based on the bivariate analysis results using the Pearson product-moment correlation test described in Table 5, it can be concluded that there is a significant relationship between body dissatisfaction and social anxiety in middle-aged women who use Instagram face filters. The analysis results also show a relatively strong and unidirectional relationship between body dissatisfaction and social anxiety in middle-aged women who use Instagram face filters; the higher the value of body dissatisfaction, the higher the value of adolescent social anxiety levels, and vice versa.

According to research conducted in Malang City, the results of the Pearson product-moment correlation test showed a correlation value of 0.711 with a significance p-value = 0.000 (p-value < 0.05), which means that there is a positive relationship between body shape dissatisfaction and social anxiety with intense closeness, this is different from the results of researcher research which shows a relatively strong level of closeness ($r = 0.435$) (Rizxi Permatasari et al., 2022).

In contrast, another study analyzed the correlation between body dissatisfaction and social anxiety in urban adolescents. Using the Spearman non-parametric correlation test, the results obtained $r = 0.360$ and $p\text{-value} = 0.000$ ($p\text{-value} < 0.05$), meaning that there is a positive correlation with weak closeness between negative self-image and social anxiety (Pribadi, 2019).

Physical appearance can describe social anxiety, such as concerns about body image during social interactions and getting bad judgment by other individuals (Jatmiko Agus, 2016). The factors that cause social anxiety related to the physical namely: (1) feeling dissatisfied with the body, image, and weight, (2) feeling that others will judge physical appearance, (3) gender, (4) the desire to conform to the ideal body image and look attractive in front of the opposite sex (Jatmiko Agus, 2016).

There are several limitations based on the process of this research, including: (1) the number of

respondents is 165 people, which is certainly not enough to describe the general situation in all ages of adolescents; (2) the focus of this study is only on middle-aged women who use face filters on social media Instagram, one of the many social media with other face filter features such as TikTok, Snapchat, and line.

5. CONCLUSION

The characteristics of the respondents are mostly in class XI; the dominant age is 17. The length of use of most face filters is 1 to < 3 years, with the frequency of using Instagram face filters < 8 times a week. The majority of respondents in this study used beautifying filter types. Most respondents experienced body dissatisfaction and social anxiety in the moderate to very high category. There is a positive relationship between body dissatisfaction and social anxiety in adolescent girls using face filters on Instagram.

Health workers and teachers can socialize on the impact of using face filters on Instagram on anxiety in establishing social relationships with adolescents. In addition, further studies are needed regarding interventions that can be carried out to reduce body dissatisfaction and social anxiety experienced by adolescent girls. Recommendations for researchers who want to conduct similar research in the future are to focus on the characteristics of different research subjects to enrich the study results.

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