

ABSTRAK

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HUBUNGAN INTENSITAS PENGGUNAAN MEDIA SOSIAL DAN *BODY IMAGE* DENGAN PERILAKU GANGGUAN MAKAN PADA REMAJA PUTRI DI SMAN 8 KOTA TASIKMALAYA

Perilaku gangguan makan adalah suatu gangguan yang dialami seseorang dalam kebiasaan makan berupa kelebihan atau kurangnya asupan makan. Terdapat tiga jenis perilaku gangguan makan yang sering terjadi pada remaja, yaitu anoreksia, *binge eating*, *bulimia nervosa*. Salah satu faktor yang dapat mempengaruhi perilaku gangguan makan, yaitu intensitas penggunaan media sosial dan *body image*. Tujuan dari penelitian ini adalah untuk menganalisis hubungan intensitas penggunaan media sosial dan *body image* dengan perilaku gangguan makan pada remaja putri di SMAN 8 Kota Tasikmalaya. Penelitian ini dilakukan dengan pendekatan studi *cross-sectional*. 181 siswi SMAN 8 Kota Tasikmalaya diambil dengan cara *proportionate random sampling*. Data dikumpulkan menggunakan kuesioner intensitas penggunaan media sosial, *Body Shape Questionnaire-16* (BSQ-16), dan *Eating Attitudes Test-26* (EAT)-26. Data yang telah dikumpulkan kemudian dianalisis menggunakan uji *chi-square*. Hasil uji *chi-square* menunjukkan terdapat hubungan yang signifikan antara intensitas penggunaan media sosial dengan *body image* ($p = 0,001$; OR = 3,046; 95% CI = 1,569-5,915), terdapat hubungan yang signifikan antara *body image* dengan perilaku gangguan makan ($p = 0,001$; OR = 7,321; 95% CI = 3,566-15,032), dan tidak terdapat hubungan yang signifikan antara intensitas penggunaan media sosial dengan perilaku gangguan makan pada remaja putri ($p = 0,528$). Peneliti selanjutnya diharapkan dapat melakukan penelitian dengan faktor lainnya, seperti pengaruh teman sebaya, pengaruh keluarga, rasa percaya diri, riwayat diet.

Kata kunci: *body image*, intensitas penggunaan media sosial, perilaku gangguan makan, remaja

ABSTRACT

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THE RELATIONSHIP OF SOCIAL MEDIA USE INTENSITY AND BODY IMAGE WITH EATING DISORDER BEHAVIORS IN ADOLESCENT FEMALES AT SMAN 8 TASIKMALAYA

Eating disorders are conditions characterized by abnormal eating habits, such as excessive or insufficient food intake. There are three types of eating disorders commonly found among adolescents: anorexia, binge eating, and bulimia nervosa. One factor that can influence eating disorder behavior is the intensity of social media use and body image. The purpose of this study is to analyze the relationship between the intensity of social media use and body image with eating disorder behavior among female adolescents at SMAN 8 in Tasikmalaya. This study was conducted using a cross-sectional study design. A total of 181 female students from SMAN 8 in Tasikmalaya were selected using proportionate random sampling. Data were collected using a social media usage intensity questionnaire, the Body Shape Questionnaire-16 (BSQ-16), and the Eating Attitudes Test-26 (EAT)-26. The collected data were then analyzed using the chi-square test. The results of the chi-square test showed a significant association between social media usage intensity and body image ($p = 0,001$; OR= 3,046; 95% CI = 1,569-5,915), a significant association between body image and eating disorder behaviors ($p = 0,001$; OR = 7,321; 95% CI = 3,566-15,032), and there was no significant association between the intensity of social media use and eating disorder behaviors among adolescent girls ($p = 0.528$). Future researchers are expected to conduct studies involving other factors, such as peer influence, family influence, self-confidence, and dieting history.

Keywords: adolescents, body image, eating disorder behaviors, social media usage intensity