



Social Media Intensity Social Comparison and Adolescent Body Image

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Abstract. General Background: Adolescence is a developmental stage marked by significant physical and psychosocial changes, often accompanied by concerns about body image. Specific Background: Female adolescents are increasingly exposed to social media content presenting idealized body standards, alongside tendencies to engage in social comparison. Knowledge Gap: Prior studies have examined body image separately, yet limited research simultaneously investigates social media usage intensity and social comparison within a specific adolescent population. Aims: This study aims to examine the relationship of social media usage intensity and social comparison with body image among female adolescents at SMP Negeri 1 Wonoayu. Results: Using a quantitative correlational design with 294 respondents, multiple linear regression analysis revealed a statistically significant relationship between social media usage intensity and social comparison with body image ($F = 28.41$; $p < 0.05$), with an explanatory contribution of 16.3%. Social comparison demonstrated a stronger coefficient ($B = 0.532$) than social media usage intensity ($B = 0.101$). Novelty: This study provides empirical evidence highlighting the comparative role of psychological processes, particularly social comparison, alongside behavioral exposure to social media in shaping adolescent body image. Implications: The findings suggest the importance of addressing social comparison tendencies and regulating social media use to support healthier body image development among female adolescents.

Keywords: Body Image, Social Comparison, Adolescent Girls

1 Introduction

Adolescence is the period between childhood and adulthood. According to Santrock, adolescence begins at the age of 10–13 and ends at the age of 18[1]. During adolescence, a person will experience many changes in various aspects of their life, including biological, cognitive, and social-emotional changes. The changes that occur during adolescence do not only happen to their bodies, but also to the way they think, interact with others, and build their own identities[1]. It is not surprising that during this phase, adolescents often experience concerns about their appearance, which undergoes major changes. This can have a negative impact on adolescents who lack confidence in their appearance[2]. Not only that, if adolescents do not have good self-confidence, it will cause various problems. These problems arise in the form of depression and anxiety or even other psychological disorders such as eating disorders or anorexia[3].

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R. Lomotey et al. (eds.), *Proceedings of the 1st International Conference on Communication and Digital Multimedia 2025 (ICCDM 2025)*, Advances in Social Science, Education and Humanities Research 1020, https://doi.org/10.2991/978-2-38476-589-8_4

Cash & Pruzinsky, as cited in Annisa's research, state that *body image*, also known as body perception, is a person's perception or view of their own appearance[4]. Furthermore, Sara et al. state that *body image* is a complex picture derived from various perceptions and attitudes about a person's body[5]. According to Emria et al., *body image* is a subjective picture of a person's assessment of their body, especially regarding how good their physical appearance is. Therefore, *body image* is a representation of a person's body shape. Whether they dislike or are dissatisfied with it and tend to negatively judge physical aspects such as weight, size, and body shape, their attitude towards this assessment can be one of liking, satisfaction, and always judging the acceptance of their body shape[6]. Cash & Pruzinsky define the aspects of *body image* as follows: *appearance evaluation*, which means assessing how attractive one's appearance is; *appearance orientation*, which means measuring the efforts made to improve one's appearance; *body area satisfaction*, which means the level of satisfaction an individual has with a particular body part; and *overweight concern*[4].

Based on previous research, such as that conducted by Natasya et al., there were four female seventh-grade students at SMP Negeri 2 Sragen who were dissatisfied with their body shape[7]. The results showed that 75% of students felt insecure and dissatisfied with their body shape, while 25% of students were satisfied with their body shape, which was considered healthy or athletic. Furthermore, research conducted by Ni Komang Anggun and Ni Made Ari found that of the 191 students at SMP Negeri 1 Denpasar, the majority were dissatisfied with their bodies[8]. These factors included being thin, fat, short, having dark skin, buck teeth, and others. The conclusion from both studies is that *body image* dissatisfaction among adolescents tends to be more prevalent among female adolescents, and the cause of this *body image* dissatisfaction is due to changes in their bodies.

Adolescents often worry about how they look. Physical appearance is considered important for the process of adaptation and acceptance in the places they want to be[8]. The ideal body standards created by social media can influence adolescents[9]. They tend to compare themselves to the beauty standards that are widely spread on social media[10]. In adolescents' perspective on *body image*, social media content often focuses on ideal appearance, ideal body, and ideal body image. As a result, many teenagers are dissatisfied with their appearance, which can lead to feelings of low self-esteem[6].

Based on the results of a preliminary survey conducted by researchers involving 30 female students at SMP Negeri 1 Wonoayu, most of them showed a negative *body image* with the following details: 56% of respondents did not like their current body shape, 68% of respondents felt that there were parts of their body that they considered ugly, 52% of respondents felt that their body was worse than their friends', 55% felt ashamed of their physical appearance, 52% felt less confident because of their body shape, 65% wanted their bodies to be thinner/fatter, 71% had wanted to diet or exercise to change their bodies, 66% wanted their appearance to change so that others would like them, 47% wanted their faces or bodies to resemble other people, 67% had wanted to use products (such as skincare, slimming products, etc.) to improve their appearance, 64% want their bodies to look like celebrities or influencers they see on social media, 58% of respondents like to compare their appearance with others, 53% want to have a body like a friend they admire, 52% of respondents are jealous of other people's body shapes, and 35% of respondents want to change their bodies through surgery, if possible.

As shown in Fig. 1, the preliminary survey of 50 female students at Ngerei 1 Wonoayu Junior High School, most respondents showed a tendency toward negative *body image*, characterized by dissatisfaction with their bodies, low self-confidence, feelings of shame about their appearance, and a desire to change their bodies to meet ideal standards or resemble others. According to Aisyah et al., their research explains that individuals with negative *body image* characteristics feel inferior, consider themselves useless or of no benefit to themselves or others, feel insignificant in society, feel that their existence is not needed by society and the environment, feel alienated by society, feel unworthy or undeserving of having or obtaining something, feel shunned, hated and disliked by their surroundings or the place where they are, feeling incapable in everything and always worried about failure and ridicule from those around them, feeling less educated than others, and lacking drive and enthusiasm for life, not daring to move forward and try new things, always worried about making mistakes or being laughed at by others[11]. This study aligns with Mahatvamawati's research, which states that individuals with negative *body image* characteristics tend to feel uncomfortable with their bodies and have a strong desire to change their bodies to be like others[12].

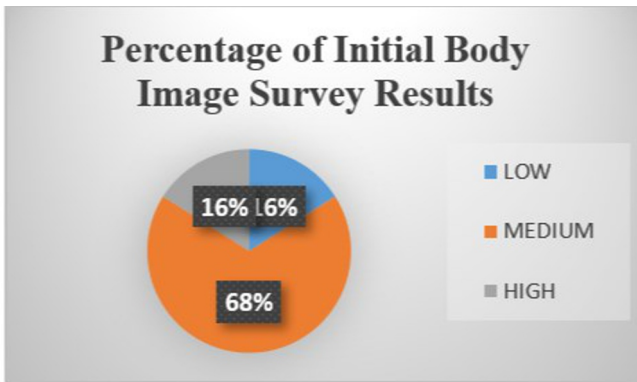


Fig. 1. Percentage of Initial Body Image Survey Results Categories

The reason teenagers have a negative *body image* is because they are dissatisfied with their bodies. As a result, they will do anything to change their appearance to what they want[13]. On social media such as TikTok, YouTube, and Instagram, there are many *public figures* who are considered ideal to be used as targets for comparison[14]. This makes teenagers think they want to meet these standards without considering the benefits and disadvantages of such actions. Teenage girls are more likely to compare themselves by evaluating their body shape compared to teenage boys; this finding aligns with research showing that positive body image among male students is better than among female students[15]. Conversely, a positive body image encourages teenagers to be more optimistic, objective, and able to think rationally[16]. Cash & Purzinsky mention five factors that influence body image: (1) gender; (2) age; (3) mass media; (4) interpersonal relationships; and (5) family[10].

According to Andarwati, as quoted by Ibnu Raihan, the intensity of social media use is defined as the activities carried out by an individual when accessing social media applications, and refers to the amount of time spent accessing them[17]. The aspects of social media usage intensity are (1) frequency, which is how often or how many times

an individual repeats the behavior of using social media within a certain period of time, and (2) duration, which is the length of time an individual spends using social media. Meanwhile, according to Kaplan & Haenlein, the aspects of social media usage intensity are divided into four, namely frequency, duration, time or when, and material[18]. Previous studies related to social media use and body image in adolescents show that the more often adolescents use social media, the more likely they are to experience body dissatisfaction[19]. This occurs because social media often displays unrealistic standards of beauty or ideal body types, such as slim bodies, smooth skin, and fair skin[20].

According to Festinger, social *comparison* is a process of mutual influence and competition in social interactions by comparing each other's abilities or opinions. The need for *self-evaluation*, which is fulfilled by comparing oneself with others, leads to social comparison. According to Festinger, there are two components in social comparison: (1) *opinion* is when a person uses the opinions of others to assess whether their beliefs are socially acceptable; and (2) *ability* is when a person compares their abilities, skills, achievements, performance, and popularity with others[21].

Previous studies related to *social comparison* variables and *body image* in adolescents include research conducted by Putri et al. The results showed that *upward comparison* had an effect on *the body image* of adolescent girls who use social media, with a significance value of 0.000 ($p < 0.05$) and an r square value of 0.100. This means that *upward comparison* has a positive effect on *the body image* of female adolescents who use social media. The higher *the upward comparison*, the lower *the body image* of female adolescents. Conversely, the lower *the upward comparison*, the higher *the body image* of adolescent girls[22]. Furthermore, research conducted by Ferendita et al. found that there is a significant positive influence of *social comparison* on *body image* among male high school seniors at SMA Negeri 1 Kakas, with the influence of *social comparison* amounting to 89%[23]. In a study conducted by Rahayu and Mario Pratama, the hypothesis test results showed that there was a significant positive relationship between social comparison and body image ($r_{xy} = 0.167$, $p < 0.05$)[24]. This indicates that there is a significant positive relationship between *social comparison* and *body image*. In these three studies, it can be concluded that there is a correlation between the variables of *social comparison* and *body image*.

This research is important because many adolescents, especially adolescent girls, are still concerned about their *body image*. This can cause adolescent girls to become less confident and even interfere with their efforts to socialize with others[25]. Many studies have been conducted on *body image*, but there are still many differences in terms of subjects, variables studied, and data collection locations. Studies linking the intensity of social media use and *social comparison* to *body image* are still limited. Therefore, this study was conducted with the aim of examining the effect of the intensity of social media use on *body image* mediated by *social comparison* among female adolescents at SMP Negeri 1 Wonoayu. There are three hypotheses in this study. The first hypothesis (H1) is that there is an effect of social media usage intensity on *body image* among adolescent girls. The second hypothesis (H2) is that there is an effect of *social comparison* on *body image* among adolescent girls. The third hypothesis (H3) is that there is an effect of social media usage intensity and *social comparison* on *body image* among adolescent girls.

2 Method

This study uses a correlational quantitative approach. This study aims to determine the influence between variables. Three variables are used in this study, including: intensity of social media use as the first independent variable (X1), social comparison as the second independent variable (X2), and body image as the dependent variable (Y). This study was conducted at SMP Negeri 1 Wonoayu, located on Jl. Raya Semabung, Wonoayu District, Sidoarjo Regency, East Java. This study used data from Dapodik, involving all female students at SMP Negeri 1 Wonoayu, totaling 501 students. The researcher used the *accidental random sampling* method, which means that every person who met the researcher could be used as a sample if they were considered suitable as a data source [25]. In addition, the researcher used the Issac and Michael table with a significance level of 5% for the number of research samples, which amounted to 294 samples.

The data collection technique in this study used a survey method by distributing questionnaires in the form of online Google forms. Then, this study used three instruments, including: a social media intensity scale to measure how often individuals use social media. The research instrument used by the researcher was adapted from previous research, based on aspects found by Kaplan & Haenlein, consisting of 27 items: (a) frequency, (b) duration, (c) time, and (d) material, while the Cronbach's alpha reliability coefficient value was 0.935 [17]. The social comparison scale to measure whether individuals compare themselves with others was tested using the Iowa-Netherlands Comparison Orientation Measure (INCOM) from research by Gibbons and Buunk based on aspects from Festinger consisting of 16 items, namely: (a) opinion and (b) ability, while the Cronbach's alpha reliability coefficient value was 0.909 [21]. Furthermore, the body image scale was used to measure whether individuals compare themselves physically with other individuals. In this study, the body image scale was based on aspects identified by Cash, consisting of 20 items, namely: (a) appearance evaluation, (b) appearance orientation, (c) satisfaction with body areas, (d) anxiety about becoming fat, and (e) body size categorization, with a Cronbach's alpha reliability coefficient of 0.864 [4].

This study uses a Likert scale to provide alternative choices for respondents' answers; they choose one that suits their condition, namely very unsuitable (VUS), unsuitable (US), suitable (S), and very suitable (VS). The researcher conducted a trial of the instrument before conducting the study on 50 respondents who matched the characteristics of the research subjects. The validity and reliability of the measuring instruments to be used in the study were tested through this trial. The validity results used total item correlation, which showed that values above 0.25 were valid. There were 23 valid items for the *body image* variable, 25 valid items for the social media usage intensity variable, and 14 valid items for the *social comparison* variable.

Next, reliability testing was conducted on items that were declared valid using Cronbach's Alpha. The results showed that the *body image* variable had a Cronbach's Alpha value of 0.866, the social media usage intensity variable had a value of 0.871, and the *social comparison* variable had a value of 0.815. Based on these values, the three instruments were categorized as reliable, meaning they were suitable for use in the main study. The final step in this study was for the researcher to analyze the research data obtained. The type of analysis used was multiple linear regression analysis using JASP 0.11.1 for Windows software. This analysis aimed to test the extent of the

influence of social media usage intensity and *social comparison* on *body image* among female adolescents at SMP Negeri 1 Wonoayu.

3 Results and Discussion

3.1 Results

Table 1. Respondent Characteristics

Gender	Frequency	Percent
Female	294	100.0
Missing	0	0.0
Total	294	100.0
Age	Frequency	Percent
12	5	1.7
13	78	26.5
14	158	53.7
15	51	17.3
16	1	0.3
17	1	0.3
Missing	0	0.0
Total	294	100.0
Class	Frequency	Percent
7	3	1.0
8	149	50.7
9	142	48.3
Missing	0	0.0
Total	294	100.0

The respondent characteristics are presented in Table 1. The study involved 294 female students as samples with a percentage of 100%. The age range of the respondents was 12-17 years. The respondents in this study came from grade 7, numbering 3 students with a percentage of 10%, and the largest number of respondents came from grade 8, numbering 149 students with a percentage of 50.7%, and grade 9, numbering 142 students with a percentage of 48.3%. This study focused on three variables, namely *body image* as the dependent variable and the intensity of social media use and *social comparison* as independent variables. Before conducting multiple regression analysis, the researcher first performed *descriptive statistics* and classical assumption tests to ensure that the data obtained met the criteria for analysis.

Table 2. *Body Image* Categories

Body Image Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Low	47	16.0	16.0	16.0
Medium	213	72.4	72.4	88.4
High	34	11.6	11.6	100.0
Missing	0	0.0		

Total	294	100.0
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The body image category distribution is presented in Table 2. Based on the results of descriptive analysis, of the 294 respondents, the majority of adolescent girls were in the moderate body image category, namely 213 respondents with a percentage of 72.4%. Furthermore, 47 respondents were in the low body image category with a percentage of 16.0%, while 34 respondents were in the high category with a percentage of 11.6%.

Table 3. Social Media User Intensity Categories

Social Media Usage Intensity Category	Frequency	Percent	Valid Percent	Cumulative Percent
Low	32	10.9	10.9	10.9
Medium	218	74.1	74.1	85.0
High	44	15.0	15.0	100.0
Missing	0	0.0		
Total	294	100.0		

The social media usage intensity categories are presented in Table 3. The results of the descriptive analysis of 294 respondents on the intensity of social media use show that 32 respondents are in the low category with a percentage of 10.9%, then the majority of respondents, numbering 218, are in the medium category with a percentage of 74.1%, and 44 respondents are in the high category with a percentage of 15.0%.

Table 4. Social Comparison Categories

Social Comparison Category	Frequency	Percent	Valid Percent	Cumulative Percent
Low	36	12.2	12.2	12.2
Moderate	216	73.5	73.5	85.7
High	42	14.3	14.3	100.0
Missing	0	0.0		
Total	294	100.0		

The social comparison categories are presented in Table 4. Furthermore, the results of the analysis of 294 respondents on social comparison showed that 36 respondents were in the low category with a percentage of 12.2%, 42 respondents were in the high category with a percentage of 14.3%, and the majority of respondents, numbering 216, were in the medium category with a percentage of 73.5%.

Classical Assumption Test

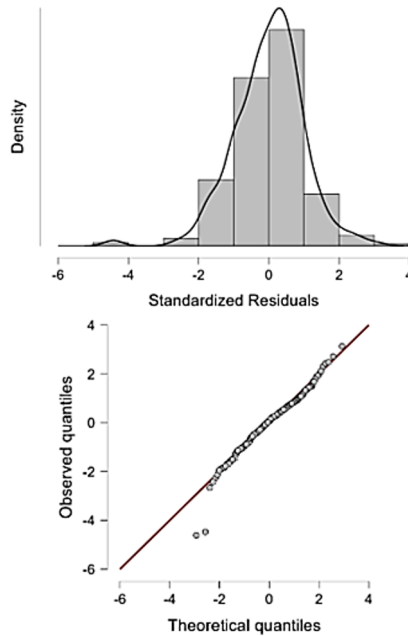


Fig. 2. Normality Test

As shown in Fig. 2, the results of the normality test show that the residual data is normally distributed, as can be seen from the Q-Q plot graph which shows a pattern close to the diagonal line and a histogram that forms a symmetrical bell curve.

Table 5. Multicollinearity Test

		<i>Coefficients</i>					<i>Collinearity Statistics</i>	
Model		Unstandardized	Standard Error	Standardized	T	P	Tolerance	VIF
M ₀	(Intercept)	62.517	0.502		124.515	< .001		
M ₁	(Intercept)	35.081	4.011		8.745	< .001		
	Intensity of Social Media Use	0.101	0.040	0.135	2.521	.012	0.999	1.001
	<i>Social comparison</i>	0.532	0.076	0.377	7.036	< .001	0.999	1.001

As presented in Table 5, the results of the multicollinearity test show that the variables of social media user intensity and *social comparison* have a tolerance value

of 0.999 and a VIF value of 1.001, indicating that there is no multicollinearity. This means that there is no correlation or linear relationship between the independent variables.

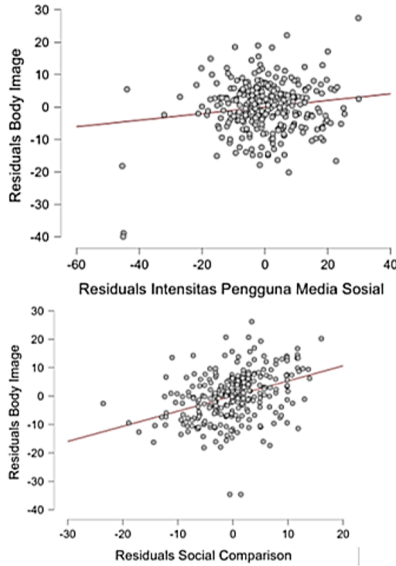


Fig. 3. Linearity Test

As shown in Fig. 3, the linearity test between the independent variables (X1 & X2), it shows that the variables of social media usage intensity and *social comparison* on *body image* have a linear correlation. This is evidenced by the distribution of data that is close to the linear line connecting the *body image* variable with social media usage and *social comparison*.

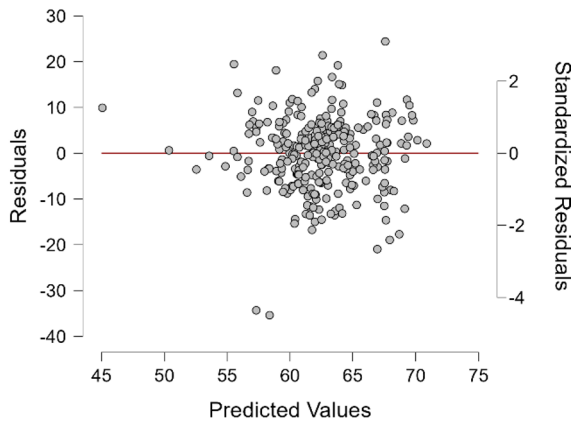


Fig. 4. Homoscedasticity Test

As shown in Fig. 4, the homoscedasticity test also shows that the residual distribution indicates that the data is randomly distributed without any specific pattern, which

indicates that the regression model meets the homoscedasticity assumption. This means that the results of this test show that the multiple regression model is suitable for testing the effect of social media intensity and *social comparison* on *body image* among female adolescents at SMP Negeri 1 Wonoayu.

Multiple Regression Analysis

Table 6. F Test (Simultaneous)

		<i>ANOVA</i>				
Model		Sum of Squares	df	Mean Square	F	p
M ₁	Regression	3548	2	1773.85	28.41	< .001
	Residual	18168	291	62.43		
	Total	21,715	293			

Note. M₁ includes Social Media Usage Intensity, *Social Comparison*

As presented in Table 6, the F Test results, it can be seen that the Sig. value is 0.000, which is smaller than the alpha value of 5% or 0.05. From the data, the calculated f value for variable X (Intensity of Social Media Use and *Social Comparison*) is 28.413 > 3.03, so simultaneously there is a significant effect between variable X (Intensity of Social Media Use and *Social Comparison*) and Y (*Body Image*), so H₃ is accepted.

Table 7. Model Summary-Body image

Model	R	R	Adjusted R ²	RMSE
M ₀	0.000	0.000	0.000	8.609
M ₁	0.404	0.163	0.158	7.901

Note. M₁ includes Social Media Usage Intensity, *Social Comparison*

As shown in Table 7, the model summary above, the R-square value is 0.163 (16.3%). This means that the independent variables in this study affect the dependent variable by 16.3%, while 83.7% is explained by other variables.

Table 8. t-test (partial)

		<i>Coefficients</i>					Collinearity Statistics	
Model		Unstandardized	Standard Error	Standardized	t	p	Tolerance	VIF
M ₀	(Intercept)	62.517	0.502		124.515	< .001		
M ₁	(Intercept)	35.081	4.011		8.745	< .001		
	Intensity of Social Media Use	0.101	0.040	0.135	2.521	.012	0.999	1.001
	<i>Social comparison</i>	0.532	0.076	0.377	7.036	< .001	0.999	1.001

Table 9. Regression Model

Regression Model	
Y	= a + β1X1 + β1X2 + e
	= 35.081 + 0.101 + 0.532

As shown in Table 8 and Table 9, the *coefficient* test results, the value of a is 35.081. The regression coefficient of X1 is 0.101, which indicates that for every 1-point increase in Social Media Usage Intensity, the *Body Image* value increases by 0.101 points. This regression coefficient is positive, so it can be said that the direction of the influence of variable X1 on Y is positive. The regression coefficient of X2 is 0.532, which indicates that for every 1-point increase in *Social comparison*, the *Body image* value increases by 0.532 points. This regression coefficient is positive, so it can be said that the direction of the influence of variable X2 on Y is positive.

From the data, the Sig. value of variable X1 (Intensity of Social Media Use) is 0.012 < 0.05. From the t-value data of variable X1 (Intensity of Social Media Use), the value is 2.521 > 1.968, so there is a significant partial influence between variable X1 (Intensity of Social Media Use) and variable Y (*Body Image*), therefore H1 is accepted. From the data, the Sig. value of variable X2 (*Social Comparison*) is 0.000 < 0.05. From the data, the t-value of variable X2 (*Social Comparison*) is 7.036 > 1.968, so there is a significant partial effect between variable X2 (*Social Comparison*) and variable Y (*Body Image*), and H2 is accepted.

3.2 Discussion

Based on the findings of the above study, it shows that the intensity of social media use and *social comparison* has a significant impact on *body image* among female adolescents at SMP Negeri 1 Wonoayu. Based on the analysis results, the *Adjusted R-square* is 0.163. This means that the combination of the variables of intensity of social media use and *social comparison* explains 16.3% of the variation in *body image* among adolescent girls, while the remaining 83.7% of the variation in *body image* is not explained in this study.

Research conducted by Pasenrigading and Daud through a *literature review* found that one of the causes of individuals experiencing a decline in self-confidence and psychological pressure is social media[26] . Through social media, individuals will compete to set their standards of living according to what is displayed on social media. Furthermore, research by Regita et al. found that adolescents tend to experience low self-confidence and even envy as a result of social media displaying unrealistic content[27] . Adolescents will share all aspects of their lives, both personal and public. This is done because they want to form their identity in the internet world.

The results of the study show that the variable of social media usage intensity (X1) has a positive and statistically significant effect on the variable of *body image* (Y) among female adolescents. This means that *body image* among female adolescents increases in line with the intensity of social media usage. This is in line with research conducted by Hasanah and Hidayati on 100 female students at Darul' Ulum University in Jombang, with results showing that the significance value of the correlation index r rho = 0.539 (p<0.01) indicates a positive correlation between the intensity of social media use and *body image*. This means that the intensity of social media use is

positively correlated with *body image*; conversely, lower intensity of social media use is positively correlated with *body image*[28]. This is in line with the idea of online *self-presentation* described by Fullwood, James, and Chen-Wilson, which is a pattern that creates how people construct and present their self-image on social media to obtain social validation such as likes, comments, and followers. As a way to conform to social expectations, individuals will tend to frequently show a more idealized version of themselves than their actual selves[29].

Furthermore, other studies also explain that identity formation on social media is inseparable from various self-presentation strategies that are consciously carried out by users. Putri argues that social media users actively build their self-image through the photos they publish, thereby creating a representation of identity that is tailored to prevailing social expectations. She also explains that flexibility in displaying identity often causes tension between the ideal self-image displayed online and one's real identity. In addition, research conducted by Keles, Mcrae, and Grealish found a positive relationship between the frequency of social media use among adolescents and an increase in symptoms of depression, anxiety, and psychological stress. Based on this explanation, it can be concluded that social media has become a complex arena for the formation of self-identity. The process of self-representation on social media is influenced by psychological, social, and technical factors, and can have both positive and negative effects on individual well-being[30].

The t-test results in this study indicate that the *social comparison* variable has a strong positive influence on the *body image* variable ($B = 0.532$). The results of this study are in line with the research conducted by Dinata & Pratama based on the results of statistical analysis obtained from the data, where the correlation coefficient between the two variables is $r = 0.167$ with $p = 0.017$ ($p < 0.05$). This study showed a significant positive correlation between the social comparison variable and body image, and the hypothesis was accepted. This means that the higher the level of social comparison of the subjects, the higher their *body image*, and vice versa. This is in line with Septianingsih's research, which found that there is a significant positive correlation between social comparison and *body image*[24]. This is in line with research by Celine and Soetjningsih, which found that most social comparisons occur in the moderate category (64%). This study shows that women often make social comparisons on Instagram by comparing their appearance, weight, and body shape.[31].

The t-test results in this study also show that the social comparison variable has a stronger positive influence on the body image variable ($B = 0.532$) than the intensity of social media use. These results explain that it is not only the duration of social media use that plays a role, but also the psychological process of comparing oneself with others. Social media provides a broad and continuous space for comparison through photo and video uploads, as well as body representations that are often unrealistic. According to research by Rahmadani et al., individuals' expectations of themselves as teenagers are caused by beauty standards formed through social media with the influence of beauty influencers[32]. This makes teenagers tend to compare their views of their bodies based on what they see on social media. These standards include a slim body shape, smooth white skin, and an ideal appearance. Furthermore, research conducted by Pedalino & Camerinini states that beauty influencers seen on social media play a major role in teenagers' social comparisons, and this is related to their social media activity and low self-confidence[33].

Several studies show that exposure to media that displays ideal bodies does not always directly lower a person's body image if it is not followed by a process of social

comparison and internalization of ideal body standards. One study found that exposure to ideal body images through the media does not directly affect negative body image. Negative effects on *body image* mainly occur when individuals begin to make social comparisons and internalize these ideal standards[34].

This study has several limitations, such as the fact that the population used in the study only came from one school, so the results of this study cannot be generalized broadly to the adolescent population in general. Second, data collection in this study was conducted online, so the researchers could not directly control the conditions and seriousness of the respondents in completing the research instruments. In addition, the sample distribution in this study was uneven, with most of the research respondents coming from grades VIII and X1, while the number of respondents from grade VII was smaller. This was due to the researcher's limited access to all grade levels at the time of data collection, so there may be differences in developmental characteristics that are not fully represented in the results of this study.

4 Conclusion

Based on the analysis results showing a significance value of $p = 0.001 (< 0.05)$, it can be concluded that there is a significant relationship between the intensity of social media use and *social comparison* with *body image* in adolescent girls at SMP Negeri 1 Wonoayu. The results of this study indicate that the intensity of social media use and *social comparison* have a significant effect on *body image* among female adolescents at SMP Negeri 1 Wonoayu. Based on the analysis results, an *Adjusted R-square* of 0.163 was obtained, which states that the combination of the variables of intensity of social media use and *social comparison* explains 16.3% of the variation in *body image* among adolescent girls, while the remaining 83.7% of the variation in *body image* is explained by variables other than the independent variables in this study.

The results of this study show that *social comparison* has a greater role in the body image of adolescent girls than the intensity of social media use because the negative impact of social media on body image mainly arises through psychological processes in the form of a tendency to compare oneself and internalize ideal body standards, not solely as a result of the duration of social media use.

There are several recommendations based on the research that has been conducted. It is recommended that adolescent girls, especially female students at SMP Negeri 1 Wonoayu, reduce their tendency to engage in *social comparison* and control the intensity of their social media use to reduce the emergence of negative *body image*. In addition, it is important for female students at SMP Negeri 1 Wonoayu to increase their understanding of self-acceptance. Furthermore, it is recommended that future research use a more evenly distributed sample and more controlled data collection techniques, as well as involve a broader population and add additional relevant variables to gain a better understanding of the variables that influence *body image*. Further research is also recommended to examine the role of *social comparison* as a mediating variable between the intensity of social media use and *the body image* of adolescent girls, involving a broader sample so that the research results can be generalized.

Acknowledgments. The author would like to thank those involved in this study, especially SMP Negeri 1 Wonoayu for granting permission to conduct this study. The author would also like to

thank all respondents who were willing to participate in this research activity so that this study could run smoothly.

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