Does Instagram and Social Physique Anxiety Affect Women's Body Image?

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ABSTRACT

Anxious about physical appearance for a woman is normal. But not infrequently the views and judgments that arise from other people or the social environment can make a woman more anxious about the shape or image of her body. Social media as a source of information is now also one of the spreaders of certain beauty standards. The purpose of this study is to see the influence of Instagram social media and social physique anxiety on the body image of women who use Instagram. Participants in this study were 155 women who were using Instagram with ages ranging from 17 to 40 years. The method used in this study is a quantitative method using a body image scale questionnaire, social physique anxiety scale (SPAS) and adaptation of sociocultural attitude towards appearance questionnaire-3 (SATAQ-3) in the form of a Likert scale. The results of the study show that social physique anxiety and social media influence the body image of women using Instagram social media.

Keywords : Body Image; Social Physique Anxiety; Social Media; Instagram

INTRODUCTION

Women are creatures who are very concerned about appearance. Often women feel less confident about their appearance. Women spend some money on clothing, cosmetics and other products that can improve their physical appearance. This happens because one of them is insecure about their appearance which will be evaluated by men. In addition, another fact is that women feel insecure driven by competition to look attractive to other women (Barber, 2013). However, when women begin to age in beautiful body shape, weight and appearance are not so important (Tiggemann, 2004). The individual's perspective on his own body is known as body image. People who have a positive body image reflect the high acceptance of identity, confidence, and concern for the condition of the body and health. Satisfaction and dissatisfaction of body image in an individual are influenced by several factors, namely body weight and perception of degree of obesity and emaciation, culture, life cycle, pregnancy, socialization, self-concept, gender role and body image distortion (Thompson, 1996). Based on research women have negative body images compared to men even though they exercise regularly (Lowery, Kurpius, Befort, Blanks, Sollenberger, Nicpon, & Huser, 2005). Social, economic, ecological, and cultural factors are indeed very influential on the ideal body concept adopted by the community (Bakhshi, 2008). Each community group has different value standards to determine what is called attractive or unattractive, thin or fat, tall or short and so on. The ideal body concept is also related to the beauty myths that apply to that society (Wolf, 2004).

Based on research conducted by Hargreaves and Tiggemann (2004) media has a direct influence on a person's body image of a teenager. One example of the development of media as a fairly developed source of information is social media. Social media is present and cannot be rejected in the community. One of the frequently used social media is Instagram. Instagram itself is an application that has a platform using images. Content on Instagram generally consists of images and is then given a description. Things that can be accessed consist of things that encourage the person to support certain products. The image obtained found on the Instagram platform is a selfie. Selfies can be used by Instagram users to get their identity related to their physical appearance. A few years ago there was a phenomenon about "#thighgap", where the female hashtag would look more attractive with mutually incompatible thighs with the woman who had just opened and closed

the second. Of course, this affects women's beauty standards in society (Aziz, 2017).

Instagram also raises a new term, Instagram celebrities, usually abbreviated as Instagram influencers. These programs usually do paid promos on certain products on their personal accounts. Often the products promoted are fashion items and other beauty tools. The emergence of celebrity is important because in general, this celebrity has a balanced or ideal body. In this case, social media participated in certain beauty standards such as white skin, sharp nose, slim body, long straight hair and much more. This is internalized by women who are exposed to the standards of attractiveness on social media (Thornton & Maurice, 1997). This, of course, can cause changes in the physical social level of women to increase because of the level of body image that is standardized by society in the era of social media.

The existence of a standard of beauty in the community certainly makes women deserve to worry that they will also demand anxiety about fulfilling these standards. According to Monsma, Pfeiffer & Malina (2008); Gay, Monsma, & Torres-McGehee (2009); and Taheri, Mousavian, Ahmadizadeh & Soleimani (2012) individuals who debate physical problems such as their specific anthropometrics, such as height, height, BMI and fat mass. In teenage women such as young people, these anthropometric characteristics are important things that support that appearance. By Croll's adherence (2005), 85% of young women are very worried about their physical appearance and this is the most important indicator of women's self-esteem. This is different from men who consider their abilities as an indicator of the importance of their self-esteem.

According to Hart, Leary & Rejeski (1989) physical arguments made by individuals taken from or negative evaluations made by others about their physical appearance. This can happen because women are very concerned about how they are seen or seen by others. Women will receive anxiety both physically and socially in the compilation of people who see it as having a negative assessment of their current appearance. Conversely, if individuals oppose it, then their current appearance is appropriate or good, then anxiety will show physical and social decline.

The same thing was stated by the American Association of University Women (1991) who said that many women who believe in physical appearance are a major part of the value and are also part of their self. Not surprisingly, it appears to be more beautiful and attractive, can make women more confident and can reduce physical and social problems when creating images. The experience gained by women specifically about young people and others is very special in presenting anxiety or

self-satisfaction. One of the factors that is expected to influence thinking will display physical and social aspects of women who have their body image.

The phenomenon of celebrity on the Instagram platform as a mecca for the attractiveness of women and the participation of women in the standards of beauty in society will certainly affect the image of women who use Instagram. Departing from this thought, I hypothesized the existence of the influence of physical and social media anxiety on body image in women using Instagram social media.

RESEARCH METHOD

This study uses a quantitative approach. The subjects in this study were women who used Instagram social media. Subjects were selected based on purposive sampling technique, meaning that the subjects chosen in this study were adjusted to the will or research interests whose characteristics had been found and were known to be based on the characteristics and characteristics of the population. The research subjects were 155 women between the ages of 17 and 40 and joined an Instagram account with the theme of fashion, beauty, and fitness.

The researcher used three scales, namely body image scale, social physique anxiety scale (SPAS) and sociocultural attitude towards appearance questionnaire-3 (SATAQ-3). The body image scale consists of 18 items using a Likert scale ranging from very agree to strongly disagree. Reliability gets Alpha Cronbach value of 0, 862.

The Social Physique Anxiety Scale consisted of 12 items and used a Likert scale ranging from very agree to strongly disagree. Reliability gets Cronbach's Alpha value of 0, 741. This scale is adapted from Hart's Social Physique Anxiety Scale, Leary, & Rejeski (1989) with translation into Indonesian. Sociocultural Attitude Towards Appearance Questionnaire-3 (SATAQ-3) consists of 30 Likert scale items ranging from strongly agree to strongly disagree. The reliability of this scale is 0.915. SATAQ-3 was adapted from a scale developed by Thompson, Van Den Berg, Roehrig, Guarda, and Heinberg (2004). On this scale, there are adjustments where previously SATAQ-3 used media terms such as TV and magazines adapted to the new phenomenon of social media. Data analysis in this study used multiple regression analysis using SPSS statistical computer program.

RESULT AND DISCUSSION

Based on the results of data analysis that has been conducted to examine the influence of social media Instagram and social physique anxiety on women's body image using the F test. Can be seen in **Table 1**. The F value obtained is equal to 50.129 with a significance value of 0.000 ($\leq$ 0.01). These results indicate that there are significant effects of social media Instagram and social physique anxiety on body image in women. Thus, Instagram social media and social physique anxiety can be used as variables to predict women's body image.

Table 1. Results of Anova Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	7830.293	2	3915.146	50. 129	.000[b]
Residual	11871.346	152	78.101		
Total	19701.639	154			

a. Dependent Variable : Body Image

b. Predictors : (Constant), Social Media, Social Physique Anxiety

In **Table 2** the value of the determination coefficient (R2) is 0.397. This explains that social media and social physique anxiety can be an influential factor on body image in women by 39.7%. While the rest, which is equal to 60, 3% is explained by other factors that are not examined

Table 2. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.630[a]	.397	.390	8.83747

Described in **Table 3**, the results of the t-test state that social physique anxiety variables significantly influence body image with a significant value of 0.000 (<0.01). The social media significance value is also 0.000 (<0.01), this indicates that the two variables affect the body image very significantly.

Table 3. The Results of Regression Analysis

Model	Unstandardized Coefficients		Standarized Coefficients	t	Sig.
	B	**Std. Error**	**Beta**		
(Constant)	98.265	4.211		23.338	.000
Social Physique Anxiety	-.755	.118	-.448	-6.380	.000
Social Media	-. 179	.044	-.287	-4.082	.000

Based on the results of demographic data, it can be seen that participants in this study were dominated by adolescents and early adults. According to Croll (2005) 50-88% of women, especially young women, feel negative about the shape and size of their bodies. 85% of young women also said that they were very worried about their appearance and this was the most important indicator of women's self-esteem. When seen further, it was known that 32, 90% of participants claimed to use Instagram for 1 to 2 hours a day. According to Tiggemann and Slater (2013) individuals who spend about 1, 5 hours a day attach great importance to body image. Based on the results of these studies the internet is said to be a socio-cultural media that is strong and relevant to women's body image. The more acutely exposed individuals with images related to beauty and fitness will cause individuals to have negative moods and body dissatisfaction (Tiggemann & Zaccardo, 2015). Based on research conducted periodically in 1972, 1985 and 1996, along with the development of the age

of women increasingly pay attention to their body shape. This increased from 23% to 26%. Women feel unhappy with their mid torso, lower torso and weight (Wykes & Gunter, 2005).

Body Mass Index (BMI) is divided into four categories: underweight (BMI below 18.5), normal (BMI 18.5-24.9), overweight (BMI 25-29.9), and obese (BMI above 29.9). (Brewis, 2011). BMI shows that participants are generally in the ideal category, which is 64.51%, in the underweight category is 20.64%, overweight is 10.97%, and obese is 3, 87%. Based on the results of research, women who have high BMI values are called having higher social physique anxiety tendencies (Arabaci, 2008). Not only individuals with overweight and obese categories are very concerned about the appearance of the body, but almost all women are very concerned about their body appearance. When individuals look attractive they will be considered to have an easy path in social life (Tiggemann, 2011). Individual subjective perceptions of body image may be more powerful than actual physical appearance (Cash, 2004).

According to Bestiana (2012) media has a big role in building perceptions in the community related to body image. Media even in the era of social media such as ideal female body image Instagram which is still built is a slim, bright white woman. The media tends to provide a pleasant label for women who are not obese or obese. Self-criticism arises because there is a gap between the objective body and the internalized ideal body. When identifying theirself with an internalized ideal body, the woman will be good about thesmelves. However, when the internalized ideal body is not in accordance with the objective body, there will be a lack of satisfaction with body image (Grogan, 2017). Therefore, this will increase social physique anxiety in individuals that have an impact on poor body image. Other factors that cannot be denied are cultural factors and sexual orientation, where in some cultures or communities more accept and encourage individuals to display certain body sizes and shapes that are considered ideal and attractive to the opposite sex. Comparing body shapes in a peer groups is also one of the things that causes body image dissatisfaction they have (Wykes & Gunter, 2005). In Indonesia itself, people's views on ideal body shape still dominate the perceptions of most people.

As many as 75, 49% of participants claimed to edit their selfies before posting to Instagram. Most of them reason that the photo looks more attractive, it looks so that their skin looks brighter. According to Sari (2012) having a good physical form will lead to inner satisfaction with his body. The more attractive or effective self-confidence in the body, the more positive self-esteem possessed because a positive body image will increase self-worth, self-confidence and reinforce identity for others and for themselves. This can reduce the physical social anxiety that an individual has. The presence of comment columns on Instagram can also trigger the presence of social physique anxiety in women. Based on Liu's research (2013) feedback from peers influences the level of social physique anxiety which then affects one's body image.

Table 4. The Results of Demographic Data

Demographic Data	n	%
Age		
17 -23 years old	88	56,77 %
24 – 29 years old	54	34, 84 %
≥30 years old	13	8, 39 %
Instagram using duration per Day		
Less than 1 hour per day	14	9, 03 %
1-2 hours per day	51	32,90 %
3-4 hours per day	45	29,03 %
More than 4 hours per day	45	29,03 %
Body Mass Index Category		
Underweight	32	20,64 %
Normal	100	64,51 %
Overweight	17	10,97 %
Obese	6	3,87 %
Selfies Editing Before Posting On Instagram		
Yes	117	75,49 %
No	38	24,51 %

CONCLUSION

Based on the results of the research that has been done, it can be concluded that there are significant influences on Instagram social media and social physique anxiety on women's body image. Women who spend time using Instagram for more than 1.5 hours attach great importance to their body image. Social physique anxiety in women can occur because the woman has a negative body image. This happens because they internalize external social and cultural standards that are present around them. The higher the influence of Instagram usage on accounts with the theme of fashion, beauty and fitness, the lower the body image of a woman. Likewise with a high level of social physique anxiety, the lower the body image of a woman and vice versa.

SUGGESTION

Participants who already have a proportional body size in order to remain confident and reduce anxiety about their physical. Then participants who have a disproportionate body size are expected to maintain self-confidence and not compare yourself to the celebrity or influencers you see on Instagram. However, without having to feel inferior and anxious about people's thinking about ideal body size. Social media cannot be blamed 100% as a cause for the emergence of certain ideal images because this needs to be addressed wisely. Women must realize that the 21st century is a time of image formation, so the likelihood that they see it on social media is something that is all just imaginary. Perfect beauty on social media is an invention that makes everything look more beautiful and attractive. The community is expected to reduce certain thoughts about individuals who do not have a proportional body shape and should provide support to those who have negative body images so that they feel comfortable with themselves. Then, reduce the culture that displays a certain size or shape that is considered ideal.

Given the limitations in this study, it is expected that for further research, it is hoped that it can examine the relationship between social media and social physique anxiety and other factors which could be factors that influence women's body image. Besides that, you can add demographic data on the frequency of uploading selfies on Instagram. In addition, it may be possible for further research to take into account the population, research sample, and data collection methods that are better than this study.

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