

**OVERVIEW OF BODY DISSATISFACTION IN LATE ADOLESCENCE  
TIKTOK USERS**

**Lailiyah Munaiyyiroh<sup>1</sup>, Noer Suci Endah Puspitaningrum<sup>2</sup>**

**Psychology, University Muhammadiyah Gresik<sup>1</sup>,**

**Email: [lailiyahm00@gmail.com](mailto:lailiyahm00@gmail.com)<sup>1</sup>, [nse.puspitaningrum@umg.ac.id](mailto:nse.puspitaningrum@umg.ac.id)<sup>2</sup>**

**ABSTRACT**

This study aims to find out the picture of body dissatisfaction in late adolescent TikTok social media users. This research uses Qualitative research methods using Intrinsic Case Studies. Data collection techniques were carried out using interviews and observation. The subjects in this study were late adolescents totaling 5 people aged 18-21 years and having a TikTok account. Body dissatisfaction can be defined as a negative attitude towards physical appearance resulting from the difference between the perceived perception of the body and the ideal body. In this study focused on late adolescence (age 18-21 years), According to an excerpt from Kumparan.com, in 2015 Lenhart, Smith, Anderson, Duggan and Perrin were heavy social media users in the 17-21 age group, with 87% accessing computers and 58% using smartphones.

**Keywords:** Body Dissatisfaction; Late Adolescence; TikTok

**1. INTRODUCTION**

Social media, defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010). The average amount of time each individual spends on social media is increasing year by year. The average number of social media users for young adults (18-29 years old) was the highest (90%), and the number of other age groups (adolescents and adults) also increased significantly.

TikTok is one of the most popular and in-demand social media in the world. TikTok is the most used social media to fill free time. TikTok allows users to create 15-second videos with music, filters, and other creative features. The app was launched by a company in China. ByteDance first launched a short-term app called Douyin. It took Douyin only one year to reach 100 million users and 1 billion video views every day. Due to its high popularity, Douyin has grown outside of China under the name TikTok. According to Gallivan's research, TV commercials, TV shows, and Movies almost all feature sleek and fit people. Nowadays, such frame rates are also popping up a lot on social media. Technology and social sites play a major role in redefining beauty standards for women (Andsager, 2014). For example, TikTok is known as one of the widely used social spaces or sites that influence people's perception of how women should maintain their body image (Halliwel, 2015).

Adolescents according to Hurlock (2003) are divided into three age groups of developmental stages, namely: Early adolescence (12-15 years), Middle Adolescence (15-18 years) and Late Adolescence (18-21 years). The study focused on late adolescence (ages 18-21), According to an excerpt from Kumparan.com, in 2015 Lenhart, Smith, Anderson, Duggan and Perrin were heavy social media users in the 17-21 age group, with 87% accessing computers and 58% using smartphones. Teenagers access the internet to

facilitate every activity in their lives. The use of the internet includes searching for information data, entertainment with online games, communicating through social media, even for shopping and trading purposes. One of the psychological aspects of physical changes in adolescence is that adolescents are very interested in their bodies. Teens can look in the mirror for hours to see if there's a difference in their changing bodies. Excessive alertness occurs in adolescence, especially adolescence, when the adolescent feels dissatisfied with his body for some time.

In a study conducted by Sia<sup>n</sup> A. McLean, et al in 2010, evidence has been found showing that social media can cause body dissatisfaction and eating disorders through various theoretical mechanisms, including comparison of physical appearance and self-objectification. In this context, maladaptive use of social media would include constant user engagement. In this mechanism of dissatisfaction of the body and the development of eating disorders. For example, users may frequently access, and compare themselves to objectifying social media images containing depictions of very thin bodies or lean, muscular bodies; Images that some researchers call "thinspiration" and "fitspiration". The effects of social media may be stronger than traditional forms of media (e.g., television and magazines) due to their constant availability (e.g., on smartphones).

Body dissatisfaction can be defined as a negative attitude towards physical appearance resulting from the discrepancy between one's body perceptions and the perceived ideal body. For decades, a thin body pattern was considered as ideal for women and a muscular one for men. For decades, the skinny body pattern was considered ideal for women and muscular for men. Internalization is the cognitive incorporation of values that involves the modification of thoughts and behaviors to reach the ideal body, based on a personal standard of physical attractiveness and beauty that the individual adopts as appropriate. Currently, the two body types most commonly internalized are the "athletic" and "lean". The athletic type is the body with muscle definition, while the lean type is a long and low-fat body 29,30,31. The internalization of these body patterns has a direct effect on body dissatisfaction 5,25, which can contribute to negative results in vulnerable populations, such as young women.

A person already has the idea of an ideal body in his head, which may cause dissatisfaction with their body, but they don't meet the ideal body standards for their body, or has a feeling of dissatisfaction with their body. The existence of these criteria makes most women feel dissatisfied and anxious about their body shape. This is in line with Brehm's (1999) opinion that beauty standards that are not achieved are one of the factors that influence body dissatisfaction.

The criteria for the beauty of the ideal figure change over time. What used to be considered ideal does not necessarily have to be called the ideal today, and certainly not everyone has an ideal figure by today's standards. The criteria regarding perfect body shape and being able to attract attention from the opposite sex that increasingly make a person able to have judgments that change according to the judgments that exist today. A person who judges himself can feel satisfied because he feels that he fits the picture of the current ideal type, and can also feel dissatisfied with himself because he does not fit the picture of the ideal type at this time. But beauty standards and ideal body criteria not only keep up with the times, but everyone can determine the ideal beauty standards/body criteria according to themselves. Because everyone's beauty standards and ideal body criteria are different.

Adolescents show strong attention to body changes and develop images of their bodies (Santrock, 2012). Several things related to body changes trigger the formation of body image in adolescents, especially the evaluation of their bodies. Girls are often dissatisfied

with their bodies due to an increased amount of fat (Santrock, 2012). Body dissatisfaction is more common in women. Schwartz and Brownell (in Cash & Pruzinsky 2002) who state that adult women and adolescents across the weight spectrum are consistently more dissatisfied with their bodies than adult men and adolescents. According to Franzoi and Koehler (in Peat et al., 2008) men are still less concerned about physical appearance than women.

A study of 104 female students aged between 18-25 years in Surabaya showed a significant positive correlation between social comparison and physical dissatisfaction among young women. That is, the more often a woman compares her body shape with other women's more attractive body shapes, the more dissatisfaction she experiences (Sunartio, Sukamto, Dianovinina, 2012). From the results of data revealed by yahoo health, it is known that 94 percent of young women are ashamed of their alleged physique because individuals tend to think their body is strange or not in accordance with their wishes (liputan6.com, 2016).

Of the various phenomena that have been described, it is important to examine body dissatisfaction in late adolescents, especially girls, where body dissatisfaction can cause psychic impacts such as depression, to suicidal ideation. Researchers only examine women. Because as explained above, women pay more attention to their appearance than men and men are more satisfied with their bodies than women.

## 2. METHOD

This research uses a qualitative type of research. According to Goodwin (2010), qualitative research methods are a type of research method that has characteristics in the form of narrative analysis of information collected in the data collection process. Qualitative research methods include, among others, case study research and research using interviews. Data collection techniques were carried out using interviews and observation. The subjects of the study are informants, that is, people in the research environment who are accustomed to providing information about the status and conditions of the research environment (Moloeng, 2010: 132). The subjects in this study were late adolescence totaling 5 people aged 18-21 years and having a TikTok account.

## 3. RESULT & DISCUSSION

### A. Body Dissatisfaction

Body dissatisfaction is an element from the perspective of body image as the difference between ideal body size and current body size. (Thompson, in Sivert & Sinanovic, 2008). In line with Thompson, Niide, Davis, Tse, Derauf, Harrigan and Yates (2011), body dissatisfaction is defined as the difference between the body perceived today and the ideal size and shape of individual dissatisfaction. The dissatisfaction of the body is interesting, because it has received a lot of attention. Hall (2009) describes physical dissatisfaction as a person's subjective negative assessment of body parts.

#### a) Aspects

According to Rosen and Reiter (1995), the aspects of body dissatisfaction are Negative assessment of body shape, Feeling of shame towards body shape when in a social environment, Body checking, Body camouflage, Avoiding social activities and physical contact with others

**b) *Factors Affecting Body Dissatisfaction***

According to Brehm (Iswari & Hartini, 2005), Some of the factors that cause body dissatisfaction are an unattainable standard of beauty, the belief or belief that control over the self will result in a perfect body, deep dissatisfaction with oneself and life, the need for control because many things cannot be controlled, and living in a culture of "first impressions"

**B. TikTok**

TikTok is one of the most popular apps on social media. The app is the world's top destination for creating short-form mobile videos in Asia, the United States, and other parts of the world. TikTok has generated a modern trend among teenagers and allows users to create and share short videos of 15-60 seconds long as well as choose songs, effects, or sounds. TikTok is the most used social media to fill free time.

***Factors Affecting TikTok Users***

According to Mulyana (2000), in the use of Tiktok there are two factors, namely Internal Factors such as feelings, and individual characteristics, desires or expectations, attention, learning process, physical state, needs as well as interests and motivations. External factors such as information received, knowledge and needs, strengths, measures, opposition, new and familiar things, or ignorance with the object

**C. Late Adolescence**

The term Adolescence comes from the Latin word Adolescence (the noun adolescentia meaning teenager) meaning "to grow" or "to grow into adulthood". Both primitive people and ancient people considered puberty/adolescence to be no different from other lifetimes. If the child is already capable of reproduction, then the child is already considered an adult.

**D. Body Dissatisfaction In Late Adolescence Tiktok Users**

People who are dissatisfied with their body shape feel uncomfortable because they feel imperfect and want another and different shape. This is shown by the presence of excessive criticism of his physical condition, feeling his body worthless and comparing it with the physical condition of other people, friends, people around him, even celebrities who are shown with jealousy of body shape (Littleton & Ollendick, 2003). Photo-based social media improves social comparisons both visually and physically, which increases body dissatisfaction among Australian college girls. (Tiggemann, Hayden, Brown, & Veldhuis, 2018). This is related to positive praise for appearances on social media and can increase physical dissatisfaction (Tiggemann & Barbato, 2018). Dissatisfaction with the body is a problem that many teenagers experience today. Up to 48.1% of Malaysian young women in the 18-25 age group are dissatisfied with their bodies and up to 44.1% of teenage boys want a thinner and more muscular body than their current body shape and size. (Kamaria, Vikram & Ayiesah, 2016). This is because the characteristics of the ideal body are considered to give a beautiful meaning and become a social standard (Martin, 2010).

#### 4. CONCLUSION

This study aims to find out the picture of body dissatisfaction in late adolescent TikTok social media users. This research uses Qualitative research methods using Intrinsic Case Studies. Data collection techniques were carried out using interviews and observation. The subjects in the study were late teens aged 18-21 years and had a TikTok account. The results of the research and discussion will be explained after the research is carried out.

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