

The Influence Of Body Image And Self Esteem On Diet Behavior In Adolescent Women

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Abstract

This research is motivated by body image and self esteem as one of the factors causing the emergence of dietary behavior in teenage girl. This study aims to understand the effect of body image and self-esteem on diet behaviour in teenage girl. The participants in this study were 66 teenage girl. Data collected using a scale of diet behavior, body image scale, and self-esteem scale. The scale with the greatest reliability is the diet behavior scale. The results showed that body image and self-esteem had a very significant effect on diet behavior, amounting to 84.9%. Then followed by the influence given by self-esteem on diet behavior which is very significant, amounting to 82%. After that, the lowest but quite significant effect was given by body image on diet behavior by 67.6%.

Keywords : body image, self esteem, diet behavior, teenage girl.

INTRODUCTION

Developmental stages are one of the basic characteristics of humans as living creatures. Furthermore, in the study of psychological science, developmental stages are divided into several stages, namely from the age of birth to the stage of old age. One of the stages after childhood and before adulthood is adolescence. Adolescence is a transitional period, namely between childhood and adulthood, namely with a vulnerable age between 12 years and 22 years (Gunarsa dan Gunarsa, 2008).

During this period of adolescence, many of them try to diet in various ways. Dieting is the process of losing weight and the basic principle is to consume foods that contain high protein and low (even almost no) carbohydrates (Ide, 2007). Diets are divided into several types, the diets that teenagers do today are weight loss diets, namely by reducing the number of calories consumed and increasing the number of calories the body burns to carry out activities, then weight will decrease if we consume fewer calories than body necessary. (Afni, 2009).

According to Purba (2019) Teenagers are starting to compete to diet to improve their body shape. This happens because among teenagers today body shaming often occurs. This condition of body shaming occurs when some people comment on other people's body shapes which are deemed not to be in accordance

with the standards that apply in society (especially those related to body weight). Unfortunately, incidents of body shaming often occur among teenagers whose thoughts and behavior are immature. When discussing body weight specifically, teenagers are also not spared from obesity.

In essence, obesity experienced by teenagers is due to natural changes occurring during the transition from childhood to adulthood. The first change that occurs in teenagers is physical change. Puberty occurs, namely a gradual process of internal and external growth, hormonal changes and also changes in body shape and weight gain (Hayun, 2013). Kania (2017) adding that although the obesity that occurs in teenagers is due to natural changes, there are external factors that influence many cases of excessive weight gain in today's teenagers, so that today's teenagers are claimed to be easily overweight.

Pramudiarja (2016) stated that doctors said the phenomenon of mager, aka laziness, was one of the causes. The combination of lack of movement and unhealthy eating patterns led to an increase in cases of adolescent obesity from 1980 to 2013. In developing countries, the figure jumped from 8 percent to 15 percent. Meanwhile, in developed countries, the obesity rate among teenage boys has increased from 17 percent to 24 percent. For teenage girls, the figure rose from 16 percent to 23 percent. This percentage is what supports the number of teenagers who are obese throughout the world continues to increase.

Quoted from Pininta (2016) that teenagers who receive discrimination or intimidation from their peers because they are overweight or obese can cause teenagers to be dissatisfied with their body shape. This influences the emergence of anxiety due to teasing and feelings of loneliness due to lack of social interactions. Adolescents with overweight problems who experience discrimination or bullying can experience psychological and emotional problems such as lack of self-confidence, feelings of worthlessness, difficulty socializing, acute anxiety, and deep loneliness.

The emergence of psychological problems that occur in teenagers which encourage teenagers to want or even be forced to go on a diet so that they are more recognized by the environment and their peers if they have an ideal body, this idea arises because teenagers have a low self-image or body image. Body image is the way a person perceives their body with the ideal concept they have in local life patterns and in relation to the way other people perceive their body. (Meliana, 2006).

Apart from that, another thing that encourages teenagers to go on a diet is because of the failure of the self-concept in the form of self-esteem which is being formed by teenagers. Global self-esteem is an overall self-evaluation, both positive and negative. Self-esteem is not something that a person has had since birth, but is a component of personality that has developed since the beginning of human life. This development occurs slowly, namely through interactions with family (parents), other people who are meaningful to the individual, and their peers. (Erikson dalam Santrock, 2011).

Based on the background explanation above, it illustrates that, during adolescence, namely ages 12 to 21 years, many of them try to diet in various ways to lose weight. Teenagers are starting to compete to go on diets to improve their body shape, which is influenced by the occurrence of body shaming among teenagers. Adolescents who experience discrimination or bullying can experience psychological and emotional problems such as lack of self-confidence, difficulty socializing, acute anxiety and deep loneliness. Psychological problems that occur in teenagers encourage teenagers to want or even be forced to go on a diet to be more recognized by their environment. This is because teenagers have a low body image and the failure of the self-concept in the form of self-esteem that is being formed by teenagers.

The results of research conducted by Ingolfssdottir, Asgeirsdottir, Gunnarsdottir, dan Bjornsson (2014) that women report a more negative body image of women than men, and a higher proportion of dieters

are women than men. There has been an increase in dieting frequency in women over time, but a decrease in men, resulting in a narrower gender gap in dieting. Further examination of these trends in body image and diet may reveal differences in the casual mechanisms behind negative body image and diet between the genders. The results of this study indicate that negative body image is a stronger predictor of dieting in women and men. In women aged 16-19 years and who have a low body image due to being overweight, they will show high dieting behavior, whereas women aged 16-19 years and have a high body image because they have an ideal body weight will show low dieting behavior. This may indicate that the influence of the thin ideal is very prominent among adolescent girls.

Furthermore, research conducted by Lee and Lee (2016) study that had the aim of investigating the prevalence of body image distortion and factors associated with body image distortion among Korean middle school students. These findings indicate that female students with normal weight tend to have a high body image, while female students with excess weight tend to have a low body image and diet. Researchers found that subjects in the perceived overweight group were significantly more likely to be older, have lower socioeconomic status and use less weight control behaviors, whereas researchers found that subjects from the perceived normal weight group were significantly more likely to young. Subjects in the overweight group were significantly more likely to have sadness and suicidal ideation. This study provides important information for developing dietary policies and dietary intervention programs in South Korea to reduce the prevalence of distorted body image by understanding how demographic factors, weight control behaviors, and mental health characteristics are associated with distorted perceptions of body weight.

Then research conducted by Sarfan, Clerkin, Teachman, dan Smith (2018) Because this study used an experimental design and tested competing mediation models, the researchers' findings were unable to establish the temporal superiority of whether self-esteem influences diet behavior. The dietary behavior variable administered before the self-esteem variable contributed to the priming effect of diet thoughts on body shape and self-esteem issues. The study's conclusion is that for women, when thoughts about dieting activate body shape, a decrease in self-esteem can occur. For men, thinking about dieting may actually be associated with higher self-esteem, which may indirectly predict lower body image concerns. Thus, these findings highlight important, potentially gendered links between thoughts about diet, body image concerns, and self-esteem.

Similar research was also carried out by Barker dan Bornstein (2015) The aim of this research is to examine the independent association of global self-esteem and appearance satisfaction with dieting behavior. This research reveals that 14 year old girls with a higher body weight will experience lower appearance satisfaction and will diet more often. Global self-esteem was significantly associated with adolescent diet. The researchers' findings support previous research showing that low global self-esteem may be a strong risk factor for dieting and eating pathology.

Based on the explanation previously presented and the research related above, the hypothesis that can be developed in this research is that body image and self-esteem regarding dieting behavior can explain the occurrence of dieting behavior in young women.

1.1 RESEARCH METHOD

The sampling technique used in this research is non-probability sampling, namely purposive sampling. This research involved 66 teenagers as participants who live in Jabodetabek. All participants in this study

were young women, with ages ranging from 18 to 22 years. Based on this number, 14 people weigh 51kg - 60kg, 28 people weigh 61kg - 70kg, 20 people weigh 71kg - 80kg, and 4 people weigh 81kg - 90kg

1.2 MEASURING INSTRUMENT

- 1.2.2 1.2.1 Dietary behavior is an individual's activities or activities that can be observed in regulating eating patterns and nutritional intake. The dietary behavior scale used in this study uses a proprietary scale Ruderman (1986). One example of an item on the scale is "I have no appetite when I am worried about my weight." The answer choices for this scale range from 1-4 ranging from Strongly Agree to Strongly Disagree. This scale has 20 items with a reliability of 0.910.
- 1.2.3 Body image is a person's attitude towards their body consciously and unconsciously. This attitude includes perceptions and feelings about the current and past size, shape, function, appearance, and potential of the body which are continuously modified with each individual's new experiences according to Stuart dan Sundeen (dalam, Muhith 2015). The body image scale used in this research uses Cash's (1991) scale. One example of an item in this scale is "I am confident with my current appearance". The answer choices for this scale range from 1-5 ranging from Strongly Agree to Strongly Disagree. This scale has 11 items with a reliability of 0.753.
- 1.2.4 Self-esteem is a person's overall self-evaluation or a person's sense of self-worth (Myers, 2012). The self-esteem scale used in this research uses a proprietary scale Heatherton dan Polivy (1991). One example of an item in this scale is "I worry about what other people think about me." The answer choices for this scale range from 1-4 ranging from Strongly Agree to Disagree. This scale has 19 items with a reliability of 0.889.

1.3 RESULTS

Based on the research results, it is known that the range of discrimination power for good items applied to the body image variable ranges from 0.299 to 0.668. Then the results of the regression test were carried out to see the influence of body image on diet behavior. The results of this simple regression analysis show that an F value of 133,414 was obtained and a significance coefficient of 0.000 ($p \leq 0.005$). Therefore, the results obtained show that the dietary behavior variable is influenced by the body image variable. Then, based on the results in table 1 above, the R Square value is 0.676, which shows that the influence of body image on diet behavior is 67.6%, while other influences are influenced by other variables that cannot be explained in this research.

Then, based on the research results, it is known that the range of discrimination power for good items applied to the self-esteem variable ranges from 0.264 to 0.732. Then the results of the regression test were carried out to see the influence of self-esteem on diet behavior. The results of this simple regression analysis show that an F value of 290.582 was obtained and a significance coefficient of 0.000 ($p \leq 0.005$). Therefore, the results obtained were that the dietary behavior variable was influenced by the self-esteem variable. Then, based on the results in table 2 above, the R Square value is 0.820, which shows that the influence of self-esteem on diet behavior is 82%, while other influences are influenced by other variables that cannot be explained in this research.

Furthermore, based on the research results, it is known that there is a range of discrimination power for good items for the dietary behavior variable ranging from 0.418 to 0.728. Then the results of the regression test were carried out to see the influence of body image and self-esteem on diet behavior. The results of this multiple regression analysis show that an F value of 177.183 was obtained and a significance coefficient of 0.000 ($p \leq 0.005$). Therefore, the results obtained show that the dietary behavior variable is influenced by the body image and self-esteem variables. Then, based on the results in table 3 above, the R Square value is

0.849, which shows that the influence of body image and self-esteem on diet behavior is 84.9%, while other influences are influenced by other variables that cannot be explained in this research.

1.4 DISCUSSION

Based on research results, it is generally known that body image and self-esteem can be one of the factors that influence the level of dietary behavior in young women. However, the results obtained explain that self-esteem has a greater influence on dietary behavior compared to body image, even though both equally influence dietary behavior in young women.

Body image has an influence on diet behavior by 67.6%. This is because young women who have low body image will tend to diet to improve their body image. The results obtained in this study are supported by previous research conducted by Markey and Markey (2005) which hypothesized that, among men and women, body image would be positively related to dieting behavior. Analysis of the relationship between men's and women's BMI, body image, and dietary behavior tends to confirm such a pattern.

In general, BMI is significantly related to body image and dietary behavior. In other words, participants who were relatively less satisfied with their body shape were more likely to diet than participants who were relatively slim. This is also confirmed by previous research by Irawan and Safitri (2014), which stated that there was a significant positive relationship between body image and dietary behavior among Esa Unggul University students. This means that the more positive body image a student has, the lower the dieting behavior they undertake. Likewise, the more negative the female student's body image, the higher the dieting behavior they undertake.

Then self-esteem has an influence on diet behavior by 82%. This is because young women who have low self-esteem will tend to diet to increase their self-esteem. The results obtained in this study are supported by previous research conducted by Kim and Lennon (2007), namely researchers tested the relationship between self-esteem scores and dietary behavior tendency scores in female students, using simple regression analysis. The results of the analysis show that self-esteem influences the tendency to diet behavior, with self-esteem contributing 22% of the variance in the tendency to diet behavior. This is also confirmed by previous research by Nurvita (2015), that there is a significant relationship between self-esteem and dietary behavior in early adolescents who are obese. The relationship between these two variables produces a positive correlation coefficient, which means that the lower the self-esteem of early adolescents who are obese, the higher their dietary behavior.

Furthermore, body image and self-esteem also have a positive influence on dietary behavior in young women by 84.9%. This is because young women who have low body image and self-esteem will tend to diet to improve their body image and self-esteem. The results obtained in this study are supported by previous research conducted by Koftidou, Davies, and Jackson (2012), which has been proven that subjects with low body image and self-esteem will have high dietary behavior. This study shows that women have lower body image and self-esteem and are more likely to repeatedly try to lose weight. This research is in accordance with previous research where women pursue a thin ideal, are dissatisfied with their bodies and this is associated with lower body image and self-esteem. This is also confirmed by previous research by Hanum, Nurhayati, and Riani (2014), that dieting behavior is directly influenced by body image, which means that students at University "X" who diet will definitely feel dissatisfied with their bodies. Meanwhile, female students who diet do not necessarily have low self-esteem because dieting behavior is not directly influenced by self-esteem. However, if students at University "X" have a high body image, which results in the students having low self-esteem, this will ultimately increase dieting behavior.

1.5 CONCLUSION

Based on the results of research that has been conducted, body image has the lowest, but quite significant influence on diet behavior. This is because young women who have a low view of themselves will tend to diet to improve their body image. This is followed by the influence that self-esteem has on dieting behavior, which is very significant, this is because young women who have low self-esteem will tend to diet to increase their self-esteem. If body image and self-esteem influence each other's diet behavior, the results of this influence will be more significant for young women. Therefore, it can be concluded that body image and self-esteem are one of the factors that influence young women to diet.

1.6 SUGGESTION

There are several suggestions that can be put forward regarding the results of this research. First, research subjects are expected to improve their body image and self-esteem in order to reduce dieting behavior. Second, future researchers are expected to be able to carry out more in-depth data processing related to the data that has been collected, such as analyzing further regarding self-perception, so that they can enrich the research results. Next, you can explore further the variables that can influence other dietary behaviors. Apart from that, future researchers are also expected to be able to compare dietary behavior which is influenced by body image and self-esteem according to body weight, because in this study the amount of body weight is not equal.

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