

## ABSTRACT

Overweight and obesity were two terrifying problems in teenagers' life, because the desire to be perfect is often interpreted by having a slim and proportional body. This is worsened by a variety of advertised slimming medicinal herb - drugs, food, and drinks . As a result, thousand hundreds of money were spent on a strict diet to buy drugs for slimming and weight loss treatments.

The purpose of this study was to determine the effect of self reinforcement against weight loss in overweight and obese adolescents, studies conducted at Yuniior Hight School I Puri Mojokerto. The study design which was used is quasy experiment. The sampling technique which was used is purposive sampling, the number of samples was taken 16 for the treatment group / experiment and 16 for the control group. The independent variables in this study were self reinforcement and the dependent variable is weight loss. This study provides by giving questionnaires, giving the treatment in the form of counseling, and dietician bring further testimony tabulated later included in the frequency distribution table. Analysis of the results of studies using two-sample t test free is independent T-test, for normal distribution.

The results show the value of t count is 0.000 whose value was smaller than the error level is 0.05 or with a 95% significance means that Ho was rejected and Ha accepted. A difference found between the treatment groups and the non treatment group. In the linear regression obtained significance value of 0.014 was smaller than 0.05 means influence between self-reinforcement for weight loss in overweight and obese in teenagers.

Further research is recommended to further increase the time period of the study, because treatment to improve this self reinforcement is continued to be given.

Keywords: self reinforcement, weight loss