

**ABSTRACT**

Eating disorders are one of the health problems that must be considered. This is proven by the large prevalence of eating disorders that occur, one of which is bulimia nervosa. The adolescence is a period where there are numerous physical changes in the body. Physical changes in adolescence can trigger negative perceptions of the body. Adolescents who have negative perceptions of the body can trigger eating disorders. The purpose of the study was to analyze socio-cultural and psychological factors on the dimensions of body image as an effort to prevent bulimia nervosa in adolescents.

The method used in this study was quantitative research with observational research design, this study used the cross-sectional study method. The research was conducted in June-July 2019. Population of the study was active undergraduate students at Airlangga University. The research sample was 420 students. Determination of the sample using simple random sampling. Independent variables in the study were socio-cultural and psychological factors. Dependent variables in this study were appearance evaluation, appearance orientation, body area satisfaction, overweight preoccupation, and self-classified weight. The research instrument used was a socio-cultural and psychological questionnaire and Multidimensional Body Self Relation Questionnaire (MBSRQ). The results show that there is a relationship between socio-cultural factors and psychological factors on appearance evaluation, appearance orientation, body area satisfaction, overweight preoccupation, and self-classified weight.

The conclusion of this study is a relationship between socio-cultural and psychological factors on the dimensions of the body image. Suggestions that can be given from this study are that adolescents need to be more careful in perceiving ideal body images and enhance positive mind and behavior towards the ideal body, that the ideal body is a healthy body and in accordance with body mass index, and reduce to stop negative behavior which can hurt the body and reduce health.

Key word: sociocultural, psychology, body image, adolescents

## ABSTRAK

Gangguan makan merupakan salah satu permasalahan kesehatan yang harus diperhatikan, hal ini dibuktikan dengan besarnya prevalensi gangguan makan yang terjadi, salah satunya yaitu *bulimia nervosa*. Gangguan makan cenderung terjadi pada remaja, dimana remaja merupakan masa dimana terjadi banyaknya perubahan fisik pada tubuhnya. Perubahan fisik pada remaja dapat memicu timbulnya persepsi negatif terhadap tubuhnya. Remaja yang mempunyai persepsi negatif terhadap tubuh dapat memicu terjadinya gangguan makan. Tujuan penelitian yaitu untuk menganalisis faktor sosio-kultural dan psikologis terhadap dimensi body image sebagai upaya pencegahan Bulimia Nervosa pada remaja.

Metode yang digunakan pada penelitian ini yaitu penelitian kuantitatif dengan desain penelitian observasional. Berdasarkan waktu penelitian, penelitian ini menggunakan metode Cross sectional study. Penelitian dilaksanakan pada bulan Juni-Juli 2019. Populasi penelitian yaitu mahasiswa aktif jenjang S1 Universitas Airlangga. Sampel penelitian sejumlah 420 mahasiswa. Penentuan sampel menggunakan simple random sampling. Independent variable pada penelitian yaitu faktor sosio-kultural dan psikologis. Dependent variable pada penelitian ini yaitu Appearance evaluation, Appearance orientation, Body area satisfaction, Overweight preoccupation, dan Self-classified weight. Instrument penelitian yang digunakan yaitu kuesioner faktor sosio-kultural dan psikologis serta kuesioner body image (Multidimensional Body Self Relation Questionnaire (MBSRQ)).

Hasil penelitian menunjukkan terdapat hubungan antara faktor sosio-kultural terhadap appearance evaluation, appearance orientation, body area satisfaction, overweight preoccupation, dan self-classified. Hasil dari penelitian juga menunjukkan terdapat hubungan antara faktor psikologis terhadap appearance evaluation, appearance orientation, body area satisfaction, overweight preoccupation, dan self-classified.

Kesimpulan dari penelitian ini yaitu terdapat hubungan antara faktor psikologis terhadap dimensi body image. Saran yang dapat diberikan dari penelitian ini adalah remaja perlu lebih berhati-hati dalam mempersepsikan gambaran tubuh ideal dan meningkatkan pikiran dan perilaku positif terhadap tubuh yang ideal, bahwa tubuh ideal adalah tubuh yang sehat dan sesuai dengan indeks massa tubuh, serta mengurangi hingga menghentikan perilaku negatif yang dapat menyakiti tubuh dan menurunkan kesehatan.

Kata kunci: sosiokultural, psikologi, body image, remaja