

**PERBEDAAN PERSEPSI TERHADAP PENGGUNAAN BODY
MODIFICATION BERUPA TATO DENGAN ALASAN FASHION
DAN KARENA PENGARUH BUDAYA**
DI JAKARTA PUSAT

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Abstract

This research is focused on perception towards the use of body modification in the form of tattoo with the reason of fashion and because of cultural influence in Central Jakarta. Where this study sees the reasons for use based on fashion or because of cultural influences through aspects of Aggression, Attractiveness, Dominance, Femininity, Health, Masculinity. So as to form understanding and impression through social perception that occurs in society. The approach of this research is quantitative with non experimental comparative method through spreading questionnaire in the field. The results showed that there were no differences in perception, impression and understanding of body modification in the form of tattoos based on the reasons for their use. There are no significant differences in body modification perceptions in aspects of attractiveness, dominance, health, and masculinity based on the reasons for their use. There is a difference in the perception of body modification in the aspect of aggressiveness and femininity based on the reason for its use. Thus, the results of this study conclude that there is no difference in perception, impression and understanding in the aspect of attractiveness, dominance, health, masculinity. But there are differences in body modification perception in the aspects of aggressiveness and femininity.

Keywords: Social Perception, Body Modification, Tattoos.

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Abstrak

Penelitian ini difokuskan pada persepsi terhadap penggunaan *body modification* berupa *tato* dengan alasan *fashion* dan karena pengaruh budaya yang ada di Jakarta Pusat. Dimana penelitian ini melihat berdasarkan alasan dari penggunaannya melalui aspek *Aggression*, *Attractiveness*, *Dominance*, *Femininity*, *Health* dan *Masculinity*. Sehingga membentuk pemahaman dan impresi melalui persepsi sosial yang terjadi dalam masyarakat. Pendekatan pada penelitian ini yaitu kuantitatif dengan metode komparatif non eksperimen melalui penyebaran kuisioner di lapangan. Hasil penelitian menunjukkan bahwa tidak terdapat perbedaan *persepsi*, *impresi* dan pemahaman *body modification* berupa *tato* berdasarkan alasan penggunaannya. Tidak terdapat perbedaan persepsi *body modification* yang signifikan dalam aspek *attractiveness*, *dominance*, *health*, dan *masculinity* berdasarkan alasan penggunaannya. Terdapat perbedaan persepsi *body modification* dalam aspek *agresifitas* dan *femininity* berdasarkan alasan penggunaannya. Dengan demikian, hasil penelitian ini menyimpulkan bahwa tidak terdapat perbedaan persepsi, impresi dan pemahaman dalam aspek *attractiveness*, *dominance*, *health*, *masculinity*. Namun terdapat perbedaan persepsi *body modification* dalam aspek *agresifitas* dan *femininity*.

Kata kunci: Persepsi sosial, Body Modification, Tato.