

ABSTRAK

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Hubungan Antara *Fashion Involvement* dan *Social Adjustment* dengan *Body Image* Pada Mahasiswa Pengguna Instagram di Jawa Barat

Penampilan merupakan hal yang diperhatikan oleh kalangan mahasiswa agar mendapatkan penilaian yang positif dari lingkungan sosial. Penilaian tersebut meningkatkan kepercayaan diri dengan faktor yang terdiri dari *Body Image*, *Fashion Involvement* dan *Social Adjustment*. Penelitian ini termasuk penelitian Kuantitatif, Instrumen penelitian yang digunakan pada penelitian ini berasal dari 3 variabel dan adaptasi 3 alat ukur yaitu: Pertama, BIAQ (*Body Image Avoidance Questionnaire*) yang berisi 19 item dan diadaptasi oleh peneliti berdasarkan dimensi yang digunakan oleh James Rosen C, et al (1991) yaitu Pakaian, Kegiatan sosial, Pembatasan makan dan Perawatan. Kedua, *Fashion Involvement Scale* yang berisi 19 item pertanyaan yang diadaptasi peneliti menggunakan modifikasi oleh Park & Sook Hyun (2012) dengan indikator yang digunakan meliputi *Physical Supplementation*, *Social symbolism*, *Appearance styling*, *Sexuality*, dan *Conformity*. Ketiga, *Student Adjustment to College Questionnaire* (SACQ) yang berisi 11 item dan diadaptasi oleh peneliti berdasarkan Baker & Siryk (1989) dengan indikator yang digunakan adalah indikator yaitu *Personal Background & Social Support*. Hasil penelitian menunjukkan bahwa Terdapat hubungan yang positif antara *Fashion Involvement* dengan *Body Image* maupun *Social Adjustment* dengan *Body Image* yang dimiliki mahasiswa di Jawa Barat. Hasil Uji Hipotesis menunjukkan bahwa ada hubungan antara *Fashion Involvement* dan *Social Adjustment* $t \text{ sig } 0,00 < 0,05$ maka dapat disimpulkan bahwa terdapat hubungan yang simultan antara *Fashion Involvement* dan *Social Adjustment* dengan *Body Image* mahasiswa pengguna instagram di Jawa Barat

Keywords: *Body Image*, *Fashion Involvement*, *Social Adjustment*

ABSTRACT

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The Relationship Between Fashion Involvement and Social Adjustment to Body Image for Instagram User Students in West Java

Appearance is something that students pay attention to in order to get a positive assessment from the social environment. This assessment increases self-confidence with factors consisting of Body Image, Fashion Involvement and Social Adjustment. This research is a quantitative research. The research instruments used in this study were derived from 3 variables and adaptations of 3 measurement tools, namely: First, the BIAQ (Body Image Avoidance Questionnaire) which contains 19 items and was adapted by researchers based on the dimensions used by James Rosen C, et al (1991) namely clothing, social activities, food restrictions and care. Second, the Fashion Involvement Scale which contains 19 question items adapted by researchers using modifications by Park & Sook Hyun (2012) with the indicators used include Physical Supplementation, Social symbolism, Appearance styling, Sexuality, and Conformity. Third, the Student Adjustment to College Questionnaire (SACQ) which contains 11 items and was adapted by researchers based on Baker & Siryk (1989) with the indicators used are indicators namely Personal Background & Social Support. The results showed that there is a positive relationship between Fashion Involvement and Body Image and Social Adjustment with Body Image owned by students in West Java. The results of the Hypothesis Test show that there is a relationship between Fashion Involvement and Social Adjustment $t \text{ sig } 0.00 < 0.05$, it can be concluded that there is a simultaneous relationship between Fashion Involvement and Social Adjustment with Body Image of a student using Instagram in West Java

Keywords: *Body Image, Fashion Involvement, Social Adjustment*