

**HUBUNGAN *PEER APPEARANCE CULTURE* DENGAN
BODY DISSATISFACTION PADA MAHASISWI PRODI
S-1 GIZI ANGKATAN 2023 FAKULTAS KESEHATAN
MASYARAKAT UNIVERSITAS ANDALAS**

Adinda Shani Nabillah, Program Psikologi, Fakultas Psikologi
Universitas Putra Indonesia YPTK Padang
shaninabillah@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk mengetahui secara empirik hubungan antara *Peer Appearance Culture* dengan *Body Dissatisfaction* Pada Mahasiswa Prodi S-1 Gizi Angkatan 2023 Fakultas Kesehatan Masyarakat Universitas Andalas. Metode penelitian menggunakan penelitian kuantitatif. Variabel bebas dalam penelitian ini adalah *Peer Appearance culture* dan variabel terikat adalah *Body Dissatisfaction*. Alat ukur yang digunakan dalam penelitian ini adalah skala *Peer Appearance Culture* dan skala *Body Dissatisfaction*. Teknik pengambilan sampel dalam penelitian ini adalah teknik *sampling jenuh*. Sampel dalam penelitian ini adalah 105 mahasiswa prodi S-1 Gizi Fakultas Kesehatan Masyarakat Universitas Andalas. Uji validitas dan reliabilitas pada penelitian ini menggunakan teknik *alpha cronbach*. Hasil koefisien validitas pada skala *Peer Appearance Culture* berkisar antara 0,305 sampai dengan 0,778. Hasil koefisien validitas pada skala *Body Dissatisfaction* berkisar antara 0,314 sampai dengan 0,770. Sedangkan koefisien reliabilitas skala *Peer Appearance Culture* sebesar 0,952 dan pada skala *Body Dissatisfaction* sebesar 0,953. Teknik analisis data menggunakan teknik korelasi *Product Moment Pearson*. Berdasarkan analisis data, diperoleh nilai korelasi sebesar $r = 0,664$ dengan taraf signifikansi $p = 0,000$ yang berarti hipotesis diterima. Hal ini menunjukkan bahwa ada hubungan yang sangat signifikan antara *Peer Appearance Culture* dengan *Body Dissatisfaction* pada mahasiswa prodi S-1 Gizi Fakultas Kesehatan Masyarakat Universitas Andalas yang berarah positif dengan taraf kuat, Kontribusi efektif variabel *Peer Appearance Culture* terhadap *Body Dissatisfaction* sebesar 44%.

Kata kunci : *peer appearance culture, body dissatisfaction*, Mahasiswa, Prodi S-1 Gizi Angkatan 2023 Fakultas Kesehatan Masyarakat Universitas Andalas

**THE RELATIONSHIP BETWEEN PEER APPEARANCE CULTURE AND
BODY DISSATISFACTION IN STUDENTS OF THE S-1 NUTRITION STUDY
PROGRAM BATCH 2023 FACULTY OF PUBLIC HEALTH
ANDALAS UNIVERSITY**

Adinda Shani Nabillah, Psychology Program, Faculty of Psychology
Putra Indonesia University YPTK Padang
shaninabillah@gmail.com

ABSTRACT

This study aims to find out empirically the relationship between Peer Appearance Culture and Body Dissatisfaction in S-1 Nutrition Study Program Students Class of 2023, Faculty of Public Health, Andalas University. The research method uses quantitative research. The independent variable in this study was Peer Appearance culture and the bound variable was Body Dissatisfaction. The measurement tools used in this study are the Peer Appearance Culture scale and the Body Dissatisfaction scale. The sampling technique in this study is a saturated sampling technique. The sample in this study was 105 students of the S-1 Nutrition study program, Faculty of Public Health, Andalas University. The validity and reliability test in this study used the alpha cronbach technique. The results of the validity coefficient on the Peer Appearance Culture scale ranged from 0.305 to 0.778. The results of the validity coefficient on the Body Dissatisfaction scale ranged from 0.314 to 0.770. Meanwhile, the reliability coefficient of the Peer Appearance Culture scale was 0.952 and the Body Dissatisfaction scale was 0.953. The data analysis technique uses Pearson's Product Moment correlation technique. Based on data analysis, a correlation value of $r = 0.664$ was obtained with a significance level of $p = 0.000$ which means that the hypothesis is accepted. This shows that there is a very significant relationship between Peer Appearance Culture and Body Dissatisfaction in female students of the S-1 Nutrition study program, Faculty of Public Health, Andalas University who are positively oriented with a strong level, The effective contribution of the Peer Appearance Culture variable to Body Dissatisfaction is 44%.

Keywords: *peer appearance culture, body dissatisfaction, Female students, S-1 Nutrition Study Program, Faculty of Public Health, Andalas University*