

# **HUBUNGAN *SOCIAL COMPARISON* DAN *BODY DISSATISFACTION* PADA PEREMPUAN DEWASA AWAL PENGGUNA SOSIAL MEDIA *INSTAGRAM***

**Ida Ayu Sawitri Pradnyadewi**

**12519888**

## ***ABSTRACT***

*Instagram, as a visual-based social media, is popular with young adulthood women. Young adulthood women often experience body dissatisfaction when browsing Instagram. The body dissatisfaction experienced by young adulthood women who use Instagram will get worse when these women also engage in social comparison behavior with high intensity. This research aims to examine the relationship between social comparison and body dissatisfaction in young adulthood woman users of Instagram. The method that used in this research is a quantitative method, with data research instruments using questionnaires. The sampling technique in this research used purposive sampling. The sample in this research was young adulthood women aged 20 – 40 years who used Instagram and accessed beauty content. Sampling in this research used non-probability sampling techniques. Data collection was carried out by distributing questionnaires with body dissatisfaction and social comparison scales via Google Form to the sample.*

***Keyword: Body Dissatisfaction, Social Comparison, Young Adulthood, Instagram***