

***The Contribution of Social Comparison to Body Dissatisfaction Among Early Adult Women Instagram Users***

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**ABSTRACT**

*The advancement of technology, particularly social media, has significantly transformed how individuals interact. Instagram, one of the most popular platforms in Indonesia, boasts over 111 million users, the majority of whom are early adult women. This platform allows users to share contents that often represents an idealized version of life. A phenomenon has emerged where influencers showcasing lifestyles, beauty standards, ideal body images that are often unrealistic. This exposure fosters social comparison among early adult women users, contributing to body dissatisfaction. This quantitative study aims to examine the contribution of social comparison to body dissatisfaction among young adult women who use Instagram. Data collection utilizes the Body Shape Questionnaire (BSQ) by Cooper et al. (1987) which assesses aspects such as self-perception of body shape, comparative perception of body image, attitude concerning body image alteration, dan severe alterations in body perception. Additionally, the Physical Appearance Comparison Scale-Revised (PACS-R) by Schaefer and Thompson (2014) is employed, which assesses aspects such as physical appearance, weight, body shape, body size, dan body fat. Data analysis is conducted using simple linear regression techniques processed through the Statistical Product and Service Solutions (SPSS) software.*

**Keywords :** *Social Comparison, Body Dissatisfaction, Early Adult Women Instagram Users*

