

Pengaruh iklan pelangsing tubuh di televisi terhadap persepsi citra tubuh remaja putri = The impact of losing weight advertising on Television to Adolescent girls' perception of Body Image

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Abstrak

Penelitian ini bertujuan untuk melihat pengaruh iklan pelangsing tubuh di televisi terhadap citra tubuh remaja putri. Penelitian dilakukan dengan pendekatan kuantitatif. Televisi merupakan salah satu bentuk media yang banyak diminati. Hal ini terbukti bahwa hampir semua keluarga memiliki televisi. Munculnya berbagai iklan di televisi yang diantaranya kerap menayangkan iklan pelangsing tubuh dan juga adanya respon teman-teman sebaya akibat interaksi dan sosialisasi dengan lingkungan menyebabkan munculnya kesenjangan antara citra tubuh ideal dengan keadaan tubuh yang sebenarnya. Citra tubuh merupakan konsep multidimensional yang meliputi perasaan, pikiran dan perilaku seseorang terhadap tubuhnya (Thompson et al, 1999 dalam Botta, 2003). Apabila seseorang terlalu memperhatikan citra tubuhnya, maka ia akan melebih-lebihkan ukuran tubuhnya dari ukuran yang sebenarnya dan dapat melakukan diet atau olahraga secara berlebihan (Botta, 1999). Penelitian ini terdiri dari 98 remaja putri berusia 15-18 tahun dan berdomisili di Depok. Pengumpulan data dilakukan dengan menggunakan skala iklan pelangsing tubuh, citra tubuh dan objektifikasi diri. Berdasarkan penghitungan regresi, adjusted R square sebesar 0,25 menunjukkan bahwa varian iklan pelangsing tubuh di televisi memiliki pengaruh terhadap citra tubuh remaja putri sebesar 25% saja. Namun demikian dapat dikatakan secara umum sebagian besar remaja putri SMA mempunyai citra tubuh negatif (52%) karena mereka memberikan atensi yang cukup besar pada iklan pelangsing tubuh di televisi (56,1%).

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The aim of this study was to see the impact of losing weight advertising on television to adolescent girl's perception of body image. This research used quantitative approach. Nowadays, television is one of the common and favorite media, especially for adolescent girls. There are many losing weight advertising which emphasize the important of physical attractiveness. This fact has also made various responses to adolescent girls and her peers because of their interaction and socialization. Nevertheless, it is possible that adolescent females would have a discrepancy between their ideal and real body image. Body image is multidimensional self-attitude toward one's evaluations and affective experiences regarding their own bodies (Thompson et al, 1999 in Botta, 2003). According to Botta (1999), someone who always pays attention about body image may overestimate the shape and size of the body. Dieting and exercising are often viewed as the way to lose weight. Participants were 98 adolescent girls recruited from two senior high school in Depok. At baseline, these students were in 10th to 12th grade and ranged in age from 15 to 18 years. The data collected by using Losing Weight Advertising on Television Scale, Body image and Self-objectification Scale. This research based on regression counting found (adjusted R square 0,25, l.o.s= 0.05) that 25% variances of losing weight advertising on television impact how adolescent girls perceive their body image. Even though, the overall results indicate a tendency of having the negative body image of participants (52%) and 56 % participants give their higher attention toward losing weight advertising on television.