

Frequently Seen Advertising to Negative Body Images Arising in Adolescents in East Java

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Abstract

Background: Mass media has a very important role in the life of millennial society today, this is because the mass media is one of the communication media as well as educational media which are the main choice for information sources for the community. Poor perceptions of body image have proven that it can have consequences that can damage health. Even body image is an important aspect of mental health, self-esteem and well-being.

Method: This study was used a cross-sectional method. The sampling technique in this study was used Random Sampling with a total of 90 students. This research was conducted in Malang. Data collection procedures in this study used the Multidimensional Body-Self Relations Questionnaire-Appearance Scale (MBRSQ-AS) body image questionnaire and the modification of the Stress Level Questionnaire.

Result: This study shows that 70 respondents (77,8%) of the total 90 respondents still had a Advertising beauty products. Spearman correlation value of - 0.430 shows a correlation with moderate strength and a negative correlation direction which means there is an inverse relationship between body image with Ads that are often seen

Conclusion: Advertising of beauty products affects the body image of teenagers. This is likely caused by the mass media ads which is often seen by adolescents. So teenagers are want to look like in the ads that are displayed

Keywords: Advertising, Body Images, Adolescents

Background

Mass media has a very important role in the life of millennial society today, this is because the mass media is one of the communication media as well as educational media which are the main choice for getting information sources for the community¹. Advertising is one type of mass media that is much favored by the public². On a daily basis, the average public is exposed to various types of advertisements and even these advertisements are able to become one of the lifestyle inspirations for the community at large. On the other hand this ad is considered something important to display because it is

related to economic and social growth issues. So it is not uncommon for advertisers to make some manipulations to convince the public to imitate, idolize or even use as advertised³.

Adolescence is a transition from children to adulthood. At this time they tend to be emotionally unstable and often feel insecure, making it easier to convince what has been advertised. Moreover, during adolescence, physical appearance is often a symbol of beauty and femininity as well as the confidence to be able to appeal to the opposite sex. Adolescents who are generally young women are often targeted targets for advertising. The existence of characteristics like the one above that has been inherent in most young women in particular, serve as a reason for advertisers to always display proportional beauty and body features as one of the attractions in these advertisements³.

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Based on the results of research that has been done mentioned that more than 50% of young women assume that their peers have problems that are not good with their body image⁴. Nearly one-third and half of young women are afraid and worried about their appearance and weight gain or getting fat so often they go on an excessive diet⁵.

Poor perceptions of body image have proven that it can have consequences that can damage health. Even body image is an important aspect of mental health, self-esteem and well-being. In several studies that have been carried out mention that the media always depicts an ideal body image and this is often a factor that causes someone to be like what is advertised so that not infrequently many young women who do ways that tend to be extreme even some teenage girls especially until they arise against eating disorders⁵.

Method

This study was used a cross-sectional method. The sampling technique in this study was used a Random Sampling System with a total sample of 90 students. This research was conducted in Malang.

Ads that are often seen		
Advertising beauty products	70	77,8 %
Idol figure advertisement	20	22,2 %
Total	90	100 %

Data collection in this study used the Multidimensional Body-Self Relations Questionnaire-Appearance Scale (MBRSQ-AS) body image questionnaire and the modification of the Stress Level Questionnaire which refers to the theory of Distress and Eustress Hans Selye which refers to body image. The questionnaire was then given and filled out by students who were willing to become respondents and had fulfilled the inclusion and exclusion criteria. After all data has been collected and checked for completeness then a data analysis is performed.

Result

Table 1 Characteristics of respondents by age, advertisements viewed, and indicators on body image in Malang Regency.

Characteristics of Respondents	Freq	(%)
Age		
15 years	11	12,1 %
16 years	33	36,7 %
17 years	23	25,6 %
18 years	23	25,6 %
Total	90	100 %
Body image Indicator	Number of question	%
Appearance Evaluation	7	20,4 %
Appearance Orientation	12	38,2 %
Satisfaction with Body Parts	9	25,7 %
Anxiety becomes Fat	4	10,2 %
Categorization of body size	2	5,5 %
Total question	34	100 %

Table 2 Distribution of body image type in Malang Regency.

No	Body image	Frek	(%)
1	Positive body image	47	52,2%
2	Negative body image	43	47,8%
	Total	90	100%

Table 2 shows that 47 respondents (52.2%) of the total 90 respondents still had a negative body image.

Table 3 Distribution of add frequently seen.

Ads that are often seen		
Advertising beauty products	70	77,8 %
Idol figure advertisement	20	22,2 %
Total	90	100 %

Table 3 shows that 70 respondents (77,8%) of the total 90 respondents still had a Advertising beauty products.

Table 4 Spearman’s Rho Test Results Relationship of Body Image with Ads that are often seen

		Ads that are often seen
Body image	R	- 0,430
	P	0,000
	N	90

Table 4 shows that the Spearman's Rho test obtained a p-value of $0,000 < \alpha (0.05)$ and a Spearman correlation value of $- 0.430$ shows a correlation with sufficient strength and a negative correlation direction which means there is an inverse relationship between body image with Ads that are often seen.

Discussion

The results of this study highlight the effects of advertising on the body image of teenage girls, aged between 17 and 19 years at vocational high school studying in Sumberpucung District, Malang Regency. This study focuses on body image owned by teenage girls due to the influence of beauty advertisements. The source of these advertisements comes from the mass media that are seen everyday by them. These sources include Instagram, television, youtube which are very popular among teenagers at the vocational high school. The specific hypothesis of this study is that there will be a negative correlation between exposure to beauty advertisements and body image in adolescent girls, which means that more media exposure is used as an ideal beauty concept, so their body image is more likely to be negative⁵.

This research is supported by other studies which states that the negative feelings they have about their bodies are due to the large contribution of beauty advertisements that they often see⁶. The exposure of advertisements that are often see by them is able to become socio-cultural values or to be a certain understanding of the ideal body concept⁵. Similar research states that the body image they possess is one of the reflection aspects of a person's mental health, self-esteem, and well-being⁷.

Research on 135 children found that the desire to have a thin body shape is often found around the age of 13 years old. This relates to the mindset or perception of their parents, especially their mothers, because at the age of adolescence they tend to fulfill their own need, especially in terms of appearance⁸. Another study also revealed that 59% of young women want a thinner body than young men. As many as 42% of girls have wanted their bodies to be thinner. Data collected on 785 women from various ethnic backgrounds was found that only one of these tests showed that black and Hispanic women did not have ideal skinny internalization compared to white women. Indeed, they concluded that socio-cultural factors might now have the same effect in all ethnic groups⁹ the number of maternal mortality in Balangan

in 2014 there were 294.3/100,000 live births. One of the efforts to decrease MMR through antenatal class pregnancy, right election for the delivery assistance and optimize the program through the role of midwife. This study used qualitative method. Population is the midwife in the working area of Health Office Balangan District and informant is 13 midwife coordinator. The research instrument is indepth interviews guide. Data were analyzed qualitative (interview transcript. The similarity of ethnic groups was also found when they concluded that while white women were slightly more dissatisfied with body image than other ethnic groups, the difference was very small and might indicate that body image problems were not the only the problem¹⁰.

Based on previous research, it was stated that ethnic or racial differences also triggered the emergence of perceptions about the ideal body concept of a relatively thin body. In a study using in-depth interviews with 49 white women and 11 black women it was found that women from the black race tended to have a different perspective on the effects of beauty advertisements compared to women who had white skin¹¹. White respondents indicated that the desire to appear as shown in advertisements to have a thin body was relatively high, and black respondents were more likely to criticize the appearance of a model with a thin body shape and they said that black men wanted women who had bodies that were not too thin¹².

Actually it has also been recognized that the concept of body image always changes from generation to generation. Around the 1950s the ideal body indicator is if you have a curved body with a small waist. But in this era changed that the ideal body is considered a thin body condition. One study found that 94% of women's magazine covers were depicted with images of ideal thin bodies. Adolescent perceptions, especially young women about advertising, locus of control and self-efficacy are related to eating habits and body image¹³. Based on the results of research that has been done it is mentioned that young women who have a realistic perception of body image and eating habits tend to have a higher internal locus of control and a higher level of self-efficacy¹⁴ such as the provision and delivery of Methadone (as legal drugs. Vice versa, women who are satisfied with their weight tend to have a positive appearance evaluation as part of their body image¹⁵

Another Research states that young girls with white skin who are often exposed to beauty advertisements

such as fashion magazines report having a higher level of body dissatisfaction¹⁶. And they also found that young girls with blacks showed that they did not compare themselves to the images in advertisements or even just wanted to look like them because they assumed that beauty was not a white and thin problem¹⁷.

Conclusion

Advertising of beauty products affects the body image of teenagers. this is supported by the mass media which is often seen by adolescents. so teenagers are affected to be like the ads that are displayed

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