



The Effect of Social Media Use on Body Dissatisfaction in Adolescents

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Abstract

The purpose of this study was to determine the effect of social media use on body dissatisfaction among high school adolescents in Pangandaran Regency. Body dissatisfaction refers to negative feelings and thoughts about one's physical appearance, often arising from discrepancies between actual and ideal body images. Social media, as a platform that emphasizes visual content, has been identified as a significant contributor to the formation of unrealistic beauty standards that may influence adolescents' self-perception. This study employed a quantitative correlational design with a simple linear regression analysis technique. The population consisted of 1,507 students from five public high schools in Pangandaran Regency, and a sample of 418 students was selected using stratified random sampling. Research instruments included the Social Media Use Scale and the Body Dissatisfaction Scale, both of which had been tested for validity and reliability. The results of data analysis revealed a positive and significant correlation between social media use and body dissatisfaction ($r = 0.212$; $p < 0.001$). The coefficient of determination ($R^2 = 0.045$) indicates that 4.5% of the variance in body dissatisfaction can be explained by social media use. These findings suggest that higher social media engagement is associated with greater body dissatisfaction among adolescents.

Introduction

Adolescence is a transitional period marked by significant physical, emotional, and social changes. At this stage, individuals begin to experience changes in body shape, increased height and weight, and the development of secondary sexual characteristics that can affect their perception of themselves (Putri et al., 2021). Awareness of these physical changes often makes adolescents more concerned about their appearance and body shape (Pfeifer & Allen, 2021). However, not all adolescents are able to accept these changes positively. Many of them experience dissatisfaction with their bodies, known as body dissatisfaction, which is a negative feeling about body shape and size (Yasniansyah & Pratiwi, 2024). Therefore, adolescents often experience dissatisfaction with their body shape, because this period is a time of change and identity formation. Body dissatisfaction or negative body image often occurs among young people and can refer to dissatisfaction not only with one's shape or weight, but also with height, general appearance, or specific body parts (Khanum et al., 2023).

Body dissatisfaction is a psychological condition in which individuals experience dissatisfaction with the shape, size, and overall appearance of their bodies (Schaefer et al., 2017). Body dissatisfaction is a form of dissatisfaction with one's body that arises from the gap between one's actual body condition and one's ideal body condition (Grogan, 2021). Individuals who experience body dissatisfaction often compare themselves unfavorably with others, thereby fostering negative self-perceptions and psychological pressure (Sugara et al., 2025). This condition can have serious psychological effects, such as low self-esteem, anxiety, depression, and eating disorders such as anorexia and bulimia (McComb & Mills, 2020). Research shows that body dissatisfaction can be a predictor of psychological disorders and maladaptive behavior in adolescence (Morán et al., 2024). Therefore, understanding the factors that influence body dissatisfaction is important to prevent negative impacts on adolescents' mental well-being. The phenomenon of body dissatisfaction is quite high in Indonesia. Based on the UNICEF Indonesia U-Report

survey (2020), as many as 77% of Indonesian adolescents want to change something about their appearance, and 47% feel that concerns about their appearance hinder important activities. Research by Azizah & Kristiutami (2020) reinforces these findings by showing that adolescents aged 14–19 years in Greater Jakarta have a negative body image. This condition has implications for decreased self-confidence and life satisfaction (Hati & Soetjningsih, 2022).

One factor that has been proven to contribute to body dissatisfaction is the use of social media (Andini, 2020). Social media use is defined as affective, behavioral, and cognitive involvement in social media activities, which reflect their emotions, actions, and views of these digital platforms (Ni et al., 2020). Social media presents an unrealistic representation of the ideal body, which then becomes a benchmark for teenagers in assessing themselves (Davies et al., 2023). Candra et al. (2023) explain that the more often adolescents use social media, the higher the likelihood that they will experience body dissatisfaction. This is due to the tendency to compare themselves with figures considered ideal on social media, especially on platforms that emphasize visuals such as Instagram and TikTok. Mahon & Hevey (2022) state that exposure to carefully edited and curated images on social media creates unrealistic social perceptions and lowers body confidence.

In Indonesia, this phenomenon is growing stronger along with the high penetration of social media use among teenagers. Research by Siste et al. (2020) shows that teenagers spend an average of 11.6 hours per day on the internet, and most of that time is spent on social media. The & Novianty (2022) found that most teenagers are actively exposed to content themed around ideal bodies and body positivity on social media, which triggers social comparisons and a desire to change their appearance. This social pressure encourages teenagers to internalize unrealistic beauty standards, such as being thin for girls and muscular for boys (Bornioli et al., 2021). This is evident in the tendency to be overly critical of one's own body, feeling that one's body is worthless, comparing oneself to others, and feeling envious of the body shapes of friends, people around them, and even celebrities (Andini, 2020).

Body dissatisfaction triggered by social media use not only affects psychological aspects, but can also interfere with social interactions and academic achievement among adolescents (Putri et al., 2021). When individuals constantly compare themselves to ideal standards on social media, feelings of shame, low self-esteem, and rejection of their own bodies arise (Hati & Soetjningsih, 2022). As a result, adolescents may experience stress, withdraw from their social environment, and even exhibit extreme behaviors such as strict dieting or excessive exercise (Wassalwa & Khomsan., 2023). Given these conditions, the role of Guidance and Counseling in schools is very important in helping adolescents develop a positive and healthy body image. Guidance and Counseling services in schools serve to help students recognize their potential, shape their character, understand their surroundings, and plan their future in a more focused manner (Fitriani et al., 2022). Through personal and social services, school counselors can instill values of self-acceptance, boost self-confidence, and build critical awareness of the negative influences of social media (Huang, 2017).

Based on the above description, it can be concluded that the use of social media plays a significant role in shaping adolescents' body perceptions. Dependence on social media has the potential to increase the risk of body dissatisfaction, especially when adolescents internalize unrealistic ideal body standards. Therefore, this study aims to analyze the influence of social media use on body dissatisfaction among adolescents, as well as to provide empirical contributions to the development of Guidance and Counseling services in schools in an effort to improve the psychological well-being of students.

Methods

Design

This study uses a quantitative correlational design, which is a type of research analyzed using statistical procedures to determine the level of relationship between two or more variables (Creswell, 2019). This study aims to analyze the influence between social media use and body dissatisfaction among adolescents. This approach was chosen because it allows researchers to provide a relevant framework for describing and measuring the level of correlation between body dissatisfaction and social media use.

Participants

The population of this study consisted of all grade XI students in five public senior high schools in Pangandaran Regency for the 2024/2025 academic year, totaling 1,507 students. The schools included SMAN 1 Pangandaran, SMAN 1 Parigi, SMAN 1 Cigugur, SMAN 1 Langkaplancar, and SMAN 1 Mangunjaya. The sampling process in this study was conducted using stratified random sampling, which is a sampling method that divides the population into several strata based on certain characteristics so that each stratum is proportionally represented (Creswell, 2019).

Sampling was conducted using the Slovin formula with a significance level of 5%, resulting in a minimum sample size of 316 students. The participants were aged between 15 and 18 years, with a mean age of 16 years. The sample selection was based on the following inclusion criteria: active grade XI students in the selected public senior high schools, having experience in using social media, and willingness to participate voluntarily in the study. The exclusion criteria included students who were absent during data collection or who did not complete the research instruments fully; therefore, they were excluded from the analysis.

Data Collection

The instrument used in this study was a Likert scale questionnaire with five response options, namely: strongly disagree, disagree, undecided, agree, and strongly agree. Body dissatisfaction was measured based on the dimensions in Schaefer et al. (2017), and social media use was measured based on the dimensions in Ni et al. (2020), which were adapted by Fajar et al. (2025). Both instruments underwent validity and reliability tests. The validity of these instruments was tested using the Rasch model (Winsteps) with an accepted outfit mean square (MNSQ) value criterion of $0.5 < \text{MNSQ} < 1.5$. The body dissatisfaction instrument has 23 items. Through validity testing, 20 items were found to be valid and 3 items were found to be invalid, with a Cronbach's alpha value of 0.96. The social media usage instrument has 24 items. Through validity testing, all items were found to be valid, with a Cronbach's alpha value of 0.94. The questionnaire was administered online using Google Forms after obtaining permission from the relevant school authorities. Prior to participation, informed consent was obtained from all participants, and they were assured that their responses would remain confidential and used solely for research purposes.

Data Analysis

Data analysis techniques include descriptive statistical analysis and simple linear regression analysis using JASP software to determine the effect of social media use on body dissatisfaction (Creswell, 2019). Descriptive statistics were used to summarize the data, including means and standard deviations. Prior to analysis, data screening procedures were conducted by checking for incomplete responses and excluding invalid data based on the established exclusion criteria. The data were also examined for potential outliers and normality to ensure their suitability for analysis. In addition, the assumptions of simple linear regression, including linearity, normality of residuals, and homoscedasticity, were assessed. Simple linear regression was considered appropriate because this study aims to examine the effect of one independent variable (social media use) on one dependent variable (body dissatisfaction). Hypothesis testing was conducted at a significance level of 5% ($p < 0.05$), where a p-value less than 0.05 indicates a significant effect between variables.

Results

This study involved 418 eleventh-grade students consisting of 160 males (38.28%) and 258 females (61.72%). This shows that female respondents dominated participation in this study. Data presentation based on gender categories is available in Table 1.

Table 1. Respondent Data by Gender

Gender	Frequency	Percentage (%)
Male	160	28,28%
Famale	258	61,72%
Total	418	100%

The respondents in this study came from several schools in Pangandaran Regency. A total of 106 students (25.36%) came from SMAN 1 Pangandaran, 99 students (23.68%) from SMAN 1 Parigi, 51 students (12.20%) from SMAN 1 Cigugur, 92 students (22.01%) from SMAN 1 Langkaplancar, and 70 students (16.75%) from SMAN 1 Mangunjaya. The data shows that the highest number of respondents came from SMAN 1 Pangandaran, while the lowest number of respondents came from SMAN 1 Cigugur. The data presentation based on school category is available in Table 2.

Table 2. Respondent Data by School

School	Frequency	Percentage (%)
SMAN 1 Pangandaran	106	25,26%
SMAN 1 Parigi	99	23,68%
SMAN 1 Cigugur	51	12,20%
SMAN 1 Langkaplancar	92	22,01%

SMAN 1 Mangunaya	70	16,75%
Total	418	100%

Descriptive Analysis

This section provides an overview of the data trends for each research variable based on the students' responses. The analysis was conducted by looking at the minimum, maximum, mean, and standard deviation values to determine the data distribution and the respondents' level of tendency toward the observed variables. The results of this descriptive analysis are then presented in tabular form to facilitate understanding of the data characteristics before further testing is conducted.

Table 3. Descriptive Analysis Test

	N	Minimum	Maximum	Mean	Std. Deviaton
Body dissatisfaction	418	23	115	69	11,5
Social Media Use	418	24	96	60	10
Total	418				

Based on Table 3, the results of descriptive analysis of 418 grade XI students showed that the average score for body dissatisfaction was 69, with a maximum score of 115, a minimum score of 23, and a standard deviation of 11.5. The average score for Social Media Use was 60, with a maximum score of 96, a minimum score of 24, and a standard deviation of 10. To reinforce the descriptive analysis results, the researcher calculated the frequency distribution of each variable's score based on predetermined categories using the interval method. The following are the category distribution results for each variable:

Table 4. Frequency Distribution By Variable

Category	Body Dissatisfaction	Social Media Use
Low	143 (34,21%)	48 (11,48%)
Moderate	213 (50,96%)	326 (77,99%)
High	62 (14,83%)	44 (10,53%)
Total	418 (100%)	418 (100%)

Based on Table 4 in the results of the variable categorization analysis, it was found that most respondents were in the moderate category for both research variables. For the body dissatisfaction variable, there were 213 students or 50.96% of the total respondents in the moderate category. This indicates that most students began to show a tendency to compare their appearance with others or certain social standards. However, in general, they were still able to manage these feelings so that they did not have too much of a negative impact on their daily lives. Meanwhile, for the variable of social media use, there were 326 students or 77.99% of the total respondents. This indicates that most students use social media at a moderate level. This means that they are quite active in using social media for various activities such as searching for information, communicating, entertainment, and sharing personal activities, but still within the limits of relatively controlled use.

Table 5. Frequency Distribution of Body Dissatisfaction By School

School	Low		Moderate		High		Average	SD
	F	%	F	%	F	%		
SMAN 1 Pangandaran	36	33,96%	56	52,83%	14	13,21%	64,66	14,85
SMAN 1 Parigi	33	33,33%	49	49,49%	17	17,17%	64,86	13,53
SMAN 1 Cigugur	10	19,61%	27	52,94%	14	27,45%	71,00	13,49
SMAN 1 Langkaplancar	36	39,13%	45	48,91%	11	11,96%	63,62	15,25
SMAN 1 Mangunaya	28	40,00%	36	51,43%	6	8,57%	61,20	11,56

Based on Table 5, the prevalence of body dissatisfaction by school indicates that SMAN 1 Cigugur shows the highest category, with an average body dissatisfaction score of 71.00. In this school, 10 students (19.61%) were classified in the low category, 27 students (52.94%) in the moderate category, and 14 students (27.45%) in the high category, with a standard deviation of 13.49. Furthermore, SMAN 1 Parigi recorded an average body dissatisfaction score of 64.86, with 33 students (33.33%) in the low category, 49 students (49.49%) in the moderate category, and 17 students (17.17%) in the high category, and a standard deviation of 13.53. SMAN 1 Pangandaran had an average score of 64.66, with 36 students (33.96%) in the low category, 56 students (52.83%) in the moderate category, and 14 students (13.21%) in the high category, and a standard deviation of 14.85. SMAN 1 Langkaplancar showed an average body dissatisfaction score of 63.62, with 36 students (39.13%) in the low category, 45 students (48.91%) in the

moderate category, and 11 students (11.96%) in the high category, and a standard deviation of 15.25. Lastly, SMAN 1 Mangunaya recorded an average score of 61.20, with 28 students (40.00%) in the low category, 36 students (51.43%) in the moderate category, and 6 students (8.57%) in the high category, and a standard deviation of 11.56.

Table 6. Body Dissatisfaction by Gender

Gender	N	Mean	SD	F		p	
				8.009	0.005		
Male	150	68.307	12.137				
Female	150	72.767	12.099				

Based on Table 6, the F value is 8.009 with $p = 0.005$ ($p < 0.05$). These results indicate that there is a significant difference between males and females in terms of body dissatisfaction levels. In other words, gender has a significant effect on body dissatisfaction levels in adolescents. Based on the descriptive results, it is known that 150 male respondents had an average body dissatisfaction of 68.307 with a standard deviation of 12.137, while 150 female respondents had an average of 72.267 with a standard deviation of 12.099. This shows that female adolescents have higher levels of body dissatisfaction than male adolescents.

Table 7. Frequency Distribution of Social Media Use By School

School	Low		Moderate		High		Average	SD
	F	%	F	%	F	%		
SMAN 1 Pangandaran	9	8,49%	76	71,70%	21	19,81%	61,81	8,30
SMAN 1 Parigi	10	10,10%	78	78,79%	11	11,11%	60,08	8,53
SMAN 1 Cigugur	9	17,65%	37	72,55%	5	9,80%	59,59	9,78
SMAN 1 Langkaplancar	15	16,30%	73	79,35%	4	4,35%	56,77	8,56
SMAN 1 Mangunaya	5	7,14%	62	88,57%	3	4,29%	60,16	6,84

Based on Table 7, the prevalence of social media use by school indicates that SMAN 1 Pangandaran shows the highest category, with an average social media usage score of 61.81. In this school, 9 students (8.49%) were in the low category, 76 students (71.70%) were in the moderate category, and 21 students (19.81%) were in the high category, with a standard deviation of 8.30. Furthermore, SMAN 1 Mangunaya had an average social media usage score of 60.16, with 5 students (7.14%) in the low category, 62 students (88.57%) in the moderate category, and 3 students (4.29%) in the high category, and a standard deviation of 6.84. SMAN 1 Parigi recorded an average score of 60.08, with 10 students (10.10%) classified in the low category, 78 students (78.79%) in the moderate category, and 11 students (11.11%) in the high category, and a standard deviation of 8.53. SMAN 1 Cigugur had an average social media usage score of 59.59, with 9 students (17.65%) in the low category, 37 students (72.55%) in the moderate category, and 5 students (9.80%) in the high category, and a standard deviation of 9.78. Lastly, SMAN 1 Langkaplancar showed an average score of 56.77, with 15 students (16.30%) in the low category, 73 students (79.53%) in the moderate category, and 4 students (4.35%) in the high category, and a standard deviation of 8.56.

Simple Linear Regression Analysis

There is a hypothesis regarding the influence of social media use on body dissatisfaction among adolescents. To test this hypothesis, data on social media use and body dissatisfaction were collected and analyzed. The following table presents the results of the correlation analysis between social media use and body dissatisfaction obtained from the collected data.

Table 8. Correlation Analysis Results

<i>Model Summary - Body Dissatisfaction</i>								
Model	R	R ²	Adjusted R ²	RMSE	R ² Change	df1	df2	p
M ₀	0.000	0.000	0.000	14.159	0.000	0	417	
M ₁	0.212	0.045	0.043	13.854	0.045	1	416	< .001

Note. M₁ includes Penggunaan Media Sosial

Based on Table 8, it was found ($R=0.212$) and ($p\text{-value}=0.001$) that there is a significant relationship between social media use and body dissatisfaction. This indicates a positive correlation between the two variables. In other words, this positive correlation shows that the higher the social media use, the higher the level of body dissatisfaction. Furthermore, ($R^2 = 0.045$) shows that approximately 4.5% of the variation in the body dissatisfaction variable can be

explained by the social media usage variable. Thus, approximately 95.5% of the variation in body dissatisfaction is influenced by other variables.

Table 9. Regression Coefficient Results

<i>Coefficients</i>						
Model		Unstandardized	Standard Error	Standardized	t	p
M ₀	(Intercept)	64.672	0.693		93.384	< .001
M ₁	(Intercept)	43.651	4.800		9.094	< .001
	Penggunaan Media Sosial	0.352	0.080	0.212	4.424	< .001

Based on Table 9, the simple linear regression equation $Y = a + bX$ was obtained, where Body dissatisfaction = $43.651 + 0.352$ Social Media Use, which means that for every one-unit increase in Social Media Use, there will be an increase in Body dissatisfaction of 0.352. These results indicate that the predictor variable has a significant positive effect on body dissatisfaction. This means that an increase in social media use is associated with an increase in the level of body dissatisfaction.

Discussion

The results of this study indicate that social media use has an influence on body dissatisfaction among adolescents. These findings are consistent with the statement by [Schaefer et al. \(2017\)](#), who argue that body dissatisfaction arises when individuals compare their actual body with ideal body standards shaped by internal and external factors, such as media influence, cultural norms, and social pressure from the surrounding environment. A study by [Andini \(2020\)](#) found a positive relationship between social media use and body dissatisfaction, indicating that higher levels of social media activity are associated with higher levels of body dissatisfaction. The study explained that activities influencing the level of body dissatisfaction include the type of social media platforms used, feedback received from posts such as comments and the number of likes, as well as the duration of social media use. Social media platforms such as TikTok, YouTube, Snapchat, Facebook, Twitter, Instagram, and WhatsApp allow users to communicate not only through text but also through engaging images and videos ([Luas et al., 2019](#)).

The study by [Utari and Ariwilani \(2025\)](#) shows that higher frequency of Instagram use or greater exposure to appearance-focused content is associated with increased levels of body dissatisfaction among adolescents. In addition to Instagram, recent studies have highlighted the influence of TikTok on adolescents' body dissatisfaction. The study by [Muehlenkamp & Wagner \(2022\)](#) shows that TikTok use has been found to be associated with increased body dissatisfaction through mechanisms such as upward social comparison and the internalization of beauty ideals. Furthermore, frequent exposure to "fitspiration" and beauty-related content on TikTok has been shown to negatively impact adolescents' body image and self-esteem ([Mink & Szymanski, 2022](#)). Additionally, YouTube also plays a significant role in shaping adolescents' body perceptions. A study conducted by [Hock et al. \(2024\)](#) found that body weight dissatisfaction is significantly associated with the intensity of social media use, particularly on platforms focused on visual content such as YouTube and Snapchat. Therefore, adolescents who are dissatisfied with their physical appearance tend to use social media more frequently, and excessive social media use can further exacerbate body dissatisfaction ([Candra et al., 2023](#)). This occurs because adolescents tend to view the photos or videos they see on social media as representing the ideal body type ([Hati & Soetjningsih, 2022](#)). As a result, adolescents may view their bodies as less valuable, compare themselves to others, and feel envious of the body shapes of their peers, people around them, and even celebrities ([Andini, 2020](#)).

According to [Fardouly et al. \(2015\)](#), one of the factors influencing body dissatisfaction among adolescents is the level of exposure to social media. A study conducted by [Maimunah & Satwika \(2021\)](#) found a significant positive correlation between social media variables particularly usage intensity and body dissatisfaction. This situation makes adolescents more prone to constantly comparing themselves to an ideal body image, which is largely unattainable and is considered a primary source of body dissatisfaction among adolescents, particularly among those who internalize these ideal body standards ([Mahon & Hevey, 2023](#)). Individuals experiencing body dissatisfaction tend to compare themselves negatively with others, which triggers negative self-perception and psychological distress. Consequently, adolescents striving for perfection often attempt to alter their appearance to gain social acceptance; this tendency is influenced by perceptions regarding body shape, acne, weight, and facial symmetry ([Sugara et al., 2025](#)).

Body dissatisfaction can be triggered by the internalization of unrealistic social beauty standards (e.g., a thin body for women and a muscular body for men) (Bornioli et al., 2021). Therefore, there is a significant positive association between negative body talk and body dissatisfaction among adolescents who use social media (The & Novianty, 2022). The results of this study indicate a significant difference in levels of body dissatisfaction between males and females, with females scoring higher on average than males. These findings indicate that female adolescents report higher levels of body dissatisfaction compared to male adolescents. However, male participants were also included in the analysis and showed relatively lower levels of body dissatisfaction, suggesting that gender differences influence body perceptions, although both groups remain relevant to this study. These findings align with research conducted by Samari et al. (2025), who reported that women tend to experience higher levels of body dissatisfaction than men, particularly regarding body weight and ideal body shape, which are influenced by societal beauty standards. Similarly, a study conducted in Indonesia found that adolescent girls exhibited higher levels of body dissatisfaction than adolescent boys, particularly among those who frequently compared themselves to idealized figures on social media (Meitasya & Sugiariyanti, 2023). Body dissatisfaction among adolescent girls requires serious attention due to its high prevalence, associated negative consequences, and its impact on reduced psychological well-being, which can lead to difficulties in social relationships, academic or occupational functioning, and overall social life (Sugara et al., 2025). Furthermore, body dissatisfaction during adolescence increases the risk of mild, moderate, and severe depressive episodes among females by age 14 and among males by age 18 (Bornioli et al., 2021).

The presence of social media has brought significant changes to the way individuals interact with their environment, particularly in shaping perceptions of beauty, body image, and self-esteem (Sattarpanahi et al., 2024). Grogan (2021) states that social media serves as a major channel for disseminating beauty standards that can intensify social pressure, especially among adolescents. Differences in perceptions or beauty standards, which are often misinterpreted, may lead to various negative psychological outcomes, causing many individuals to feel insecure about their bodies (Putri et al., 2021). A study by Paramitha et al. (2024) found that adolescents who frequently compare themselves with others on social media exhibit higher levels of body dissatisfaction, particularly those with perfectionistic tendencies. Consequently, adolescents who strive for perfection often attempt to alter their appearance in order to gain social acceptance. This behavior is influenced by perceptions related to body shape, acne, body weight, and facial symmetry (Sugara et al., 2025). Furthermore, the more individuals internalize ideal body standards and experience shame toward their bodies, the higher their levels of body dissatisfaction (The & Novianty, 2022). This is consistent with findings by Lukman et al. (2023), which demonstrate that the intensity of social media use affects all dimensions of body image dissatisfaction. In other words, higher social media use is associated with a greater likelihood of body dissatisfaction among adolescents.

Conclusions

Based on the results of the study, in general, body dissatisfaction among teenagers in public high schools in Pangandaran Regency is in the moderate category. This shows that most students have a level of body dissatisfaction that is still within reasonable limits, even though they are beginning to show concern and sensitivity towards physical appearance. In general, social media use among teenagers in public high schools in Pangandaran Regency is also in the moderate category. This can be interpreted as meaning that students use social media quite actively, whether for entertainment, communication, or to obtain information. However, the intensity of use has not yet led to excessive use, but there are still some students who show higher levels of social media use, which has the potential to affect their psychological condition. The results of this study show that there is a positive influence between social media use and body dissatisfaction among adolescents. The higher the use of social media, the higher the tendency for adolescents to experience dissatisfaction with their bodies. Conversely, the lower the level of social media use, the lower the tendency for body dissatisfaction to arise. This indicates that social media plays a role in shaping body perception among adolescents, particularly through exposure to ideal appearance standards and the process of social comparison that often arises in social media use.

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Author Contributions

Dewi Yulianti: Conceptualization, methodology, data collection data analysis writing – original draft.

Anandha Putri Rahimsyah: Supervision, validation, writing – review & editing.

Gian Sugiana Sugara: Data curation, formal analysis, writing – review & editing.

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Conflicts of Interest

The authors declare that there are no financial, personal, or professional conflicts of interest related to this research.

Ethical Approval

This research was conducted with permission from the relevant educational institutions. The study adhered to ethical standards in educational research, and informed consent was obtained from all participants. Confidentiality and anonymity of participants were ensured throughout the research process.

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