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The Relationship Between Body Image and Body Shaming on Self-Esteem Among Final Year Students

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Abstract

Body shamming can cause a decrease in self- confidence in students, because body shamming is an act of bullying carried out through negative comments on other people's physical appearance. body shamming can have causing depression, eating disorders, and explain the relationship between body image and body shamming in final year students. this research uses a quantitative approach using correlational methods. the total sample was 110 final year students. sampling was carried out using the purposive sampling method. the measuring tool in this research is the body image scale which is prepared based on the aspects proposed by cans and pruzinsky, the body shamming scale is prepared based on the aspects presented by duarte et al and the self- confidence scale is prepared based on the self- confidence variable is 0,000 < 0,05, so the variables are said to be correlation level between and self- confidence is 0,000 > 0,05, do the variable is said to be uncorrelated. the correlation level between body shamming variable and self-confidence is 0,774, so the variable is said to be weak.

Keywords : Body Image, Body Shamming, Self- Confidence

Introduction

Social media often showcases various content that has undergone editing processes with various filters, making it appear perfect and ideal to viewers. This leads teenagers to desire changes in their physical appearance, fashion style, and even undergo plastic surgery to match the role models they often see on social media, even though it is considered extreme. Some teenagers will be satisfied with the results, but many others feel dissatisfied, fail, and even experience mental and health issues after following trends on social media.¹

There is a positive relationship between self-confidence and body image, meaning that the higher the self-confidence, the higher the body image, and conversely, the lower the self-confidence, the lower the body image.² The body image that a person possesses has an influence on their psychological condition, such as self-confidence, because many students feel they lack self-confidence, even those with high achievements still feel shy to show themselves. Self-confidence plays a significant role for individuals in enhancing their abilities.³

The relationship between body image and self-confidence is that selfconfidence is an important aspect of personality for an individual, enabling them to do things correctly and accurately in their life. Another study that supports this research indicates that body image dissatisfaction is negatively correlated with selfesteem, but body image satisfaction is positively correlated with increased satisfaction, which will be followed by increased self-esteem and increased confidence⁴

According to Satrock, one of the factors that influence self-confidence is physical appearance. Physical appearance that is not supportive will lead to bullying based on appearance, known as body shaming.⁵ Body shaming actions, often done unconsciously, have a negative impact on the recipient. Because body shaming does not only leave physical scars but can also cause mental pressure and psychological

¹Mulyono, F. (2021). The Impact of Social Media on Adolescents. *Jurnal Simki Economic*, 4(1), 57-65.

²Ramadhani, M. (2017). The Relationship Between Body Image and Self-Confidence of Female Students at MTs Muhammadiyah Lakitan, Pesisir Selatan Regency. Guidance and Counseling Study Program. School of Teacher Training and Education (STKIP): West Sumatra.

³Aristiani, R. (2016). Increasing students' self-confidence through audiovisual-assisted information services. *GUSJIGANG Counseling Journal*, 2(2).

⁴Wati, I., & Hartini, S. (2019). Self-Confidence Viewed from Body Image in Tenth Grade High School Female Students. *Psyche Scientific Journal*, 13(1), 01-12.

⁵Fahira, R. (2022). The Influence of Parent-Teen Conflict on Bullying Behavior at Sman 29 Jakarta

disturbances, including a lack of self-confidence.⁶ Body shamming is the act of humiliating someone's body or appearance with negative criticism or comments.⁷

Forms of body shaming behavior include: fat shaming, skinny shaming, body hair, skin color, speech, a combination of speech and actions. Body shamming is also a form of criticism or negative comments, whether intentional or unintentional, about someone's physical appearance, which can be a treatment of oneself or a treatment of others. Meanwhile, self-confidence is the belief in one's own abilities and self-assessment in performing tasks and choosing effective approaches, including the belief in one's ability to face increasingly challenging environments, and self-confidence is gained from life experiences.⁸ According to Fathi, body shaming behavior has an impact on both the perpetrator and the victim. The impact can include low self-esteem, anger, irritability, and even stress.⁹

Self-confidence is the psychological belief that one must take action to overcome all of life's obstacles.Knowing that something must be done when you decide to do it gives you confidence.This confidence is generated by people who know that they are willing to do anything to achieve their goals.Someone who has self-confidence can form a good opinion about themselves as well as the circumstances or environment they face.One of the key personality traits for the growth of young people is self-confidence.¹⁰

For students, having self-confidence is essential because it supports various activities and needs related to the academic community, such as paper presentations, final report presentations, seminars, and public speaking.So, as students who are

⁸Duarte, C., Matos, M., Stubbs, R. J., Gale, C., Morris, L., Gouveia, J. P., & Gilbert, P. (2017). The Impact Of Shame, Self-Criticism And Social Rank On Eating Behaviours In Overweight And Obese Women Participating In A Weight Management Programme. *Plos One*, *12*(1), E0167571.

⁹Fathi, F. (2011). Why weight matters: Addressing body shaming in the social justice community.

⁶Rahayu, E. P., & Tandyonomanu, D. (2019). The Impact of Receiving "Body Shaming" Messages on the "Self Confidence" of Adolescent Girls on Instagram Social Media. *The Commercium*, 2(1).

⁷Utomo, D. P., & Harmiyanto, H. (2024). The Relationship Between Interpersonal Communication Skills and Self-Confidence of Tenth Grade Students at SMAN 1 Garum, Blitar Regency. *Journal of Guidance and Counseling Studies*, 1(2), 14..

¹⁰Pitalokha, D. (2023). The Relationship Between Body Shaming and Self-Esteem in Adolescent Girls at Sman 1 Batang (Doctoral Dissertation, Universitas Islam Sultan Agung Semarang)..

already accustomed to speaking in public, they will have strong and high selfconfidence without any doubt in speaking.¹¹

One of the foundations of confidence in students is their body image, which is a person's thoughts, feelings, and perceptions about their body. Many teenagers experience physical and psychological changes and how to adjust to their appearance. The ideal body is a desire for everyone, but it often increases among teenagers, because during puberty, teenagers experience a period marked by changes that affect their physical, social, or emotional personality. These changes make teenagers more aware of their body image and also make them less confident.¹²

Students who are dissatisfied with their body shape can face various negative impacts.Dissatisfaction is often related to a poor body image, which can lead to eating disorders such as anorexia or bulimia, as well as psychological issues like depression and anxiety.Body image is related to self-confidence; its positive influence is that individuals with a positive body image tend to feel satisfied with their physical appearance and can also enhance their overall self-confidence because they feel comfortable and confident in various social situations. On the other hand, its negative influence is that individuals with a negative body image often feel dissatisfied with their physical appearance.This can lower self-esteem because they may feel ashamed or unworthy in social environments.And poor body image is often associated with eating disorders and other mental health issues such as depression and anxiety, which can ultimately lower self-esteem.¹³

Puspitasari shows that a positive correlation has been found between a positive body image and a high level of self-confidence. Students with a positive body image tend to have higher self-confidence.¹⁴ Strengthened by Widodo, adolescent girls with high body image dissatisfaction tend to have lower self-esteem and self-confidence in the long term.So the conclusion from both studies indicates that a positive body image has a strong correlation with a person's level of self-confidence.Efforts to

¹¹Sudarmono, S., Apuanor, A., & Utami, E. (2018). The Level of Self-Confidence of Students in Terms of Public Speaking. *Jurnal Paedagogie*, 6(2), 71-78..

¹²Malla, G., Joshi, S. P., & Thapa, A. (2021). Body image dissatisfaction among adolescent girls of a municipality in Kathmandu: a cross-sectional survey. *JNMA: Journal of the Nepal Medical Association*, *59*(241), 902.

¹³Tiggemann, M. (2017). Considerations Of Positive Body Image Across Various Social Indentities And Special Populations. *Body Image*, 14, 168-176.

¹⁴Putri, S. H. (2021). The Influence of Body Image on Self-Esteem in Women (Doctoral dissertation, Universitas Islam Riau).

build and maintain a healthy body image can be an effective strategy to boost self-confidence.¹⁵

The results of the observations conducted on campus showed that some students often receive negative comments regarding their body shape, whether it is overweight or underweight, from the general public. Those who experience body shaming feel ashamed, which causes these students to lose their self-confidence. The self-confidence possessed by teenagers can be influenced by their physical appearance, cognitive aspects, and withdrawal from their environment. Students tend to compare themselves first with people they consider to be better than them, such as in appearance.

Lamont states that besides being influenced by body image, self-confidence is also influenced by body image.¹⁶ Body shaming is an individual's judgment of their body that creates a feeling of embarrassment about their body, caused by their own and others' judgments that the ideal form does not match their body. The term body shaming is used to bully those who have physical appearances that are considered quite different from the general population. For example, body shaming is the act of focusing on physical appearance, such as being fat, flat-nosed, skinny, and so on, which are related to physical attributes.¹⁷

here is a close relationship between self-confidence and body shaming.Individuals with higher self-confidence tend to be less vulnerable to criticism and mockery regarding their physical appearance.This emphasizes the importance of building strong self-confidence as a form of prevention against the negative impacts of body shaming.¹⁸ elf-confidence is a mental or psychological condition of a person that provides a strong belief to act or take action. Selfconfidence is closely related to how a person views and accepts themselves. On the

¹⁵Widodo, B., & Rahmawati, E. (2022). The Relationship Between Body Image Dissatisfaction and Self-Esteem in Adolescent Girls. *Journal of Psychology, Gadjah Mada University*, Vol.29, No.1

¹⁶Lamont, J. M. (2019). The relationship of mindfulness to body shame, body responsiveness, and health outcomes. *Mindfulness*, 10, 639-649.

¹⁷Kayla McKeown.(2021). " The Impact Of Body Shamming On Mental Health And Self-Esteem In Young Adults". Tesis: University Of Central Florida

¹⁸von Mossner, A. W., Mikić, M., & Grill, M. (Eds.). (2023). *Ethnic American Literatures and Critical Race Narratology*. Routledge, Taylor & Francis Group.

other hand, body shaming is a form of harassment or criticism that is related to selfconfidence and body shaming.¹⁹

Based on the background, it was found that previous research only examined the relationship between body image and self-esteem, as well as the relationship between shaming and self-esteem. This study places more emphasis on the relationship between body image and body shaming on self-esteem among final-year students

Research Methods

This study uses a correlational method aimed at investigating the extent to which variation in one variable is related to variation in one or more other variables based on the correlation coefficient. According to Sudaryono, correlational research is a type of research characterized by problems involving the correlational relationship between two or more variables.²⁰ This research will then obtain information regarding the degree of the relationship that occurs, not about the presence or absence of the effect of one variable on another. The researcher uses correlational quantitative methods to measure the relationship between body shaming and self-confidence among final-year students. The population based on pre-elim is that the number of final-year students amounts to 314 people from the 2020 cohort at IAI Hamzanwadi.²¹ The sampling technique used in this study employs incidental sampling. According to Sugiyono, incidental or accidental sampling is a technique for determining samples based on chance, meaning that any patient who coincidentally meets the researcher can be used as a sample if that person is deemed suitable as a data source.²² Therefore, the sample used consists of 110 final-year students from IAI Hamzanwadi

¹⁹Agustin, S., & Rizal, G. L. (2022).Body image and self-confidence in married adolescent girls. *Cognicia*, 10(1), 13-18..

²⁰Sugiyono, P. D. (2020). Quantitative, Qualitative, and Mixed Methods Research Methods (DI Sutopo (ed.).

²¹Siregar, B., Suripto, B., Hapsoro, D., Lo, E. W., & Sugiyono, F. (2015). Combination Research Methods (Mix Methods). Bandung: Alfabeta.

²²Sugiyono, P. (2015). Combination Research Methods (Mixed Methods). Bandung: Alfabeta, 28(1), 12

The body image scale is measured using the multidimensional Body Self Relation Questionnaire - Appearance Scale (MBSRQ-AS) proposed by Cash and Pruzinsky (2002). The researcher adapted the scale from Ayesha (2022). This scale is constructed based on aspects proposed by Cash, including: Appearance evaluation, Appearance orientation, Body area satisfaction, Overweight preoccupation, and Selfclassified weight. (pengkategorian ukuran tubuh). The scale consists of 15 items, with 15 valid items and 0 invalid items, achieving a Cronbach's alpha value of >0.6. The body shaming scale in this study is adapted from previous research conducted by Dina in 2023. This scale is based on aspects presented by Duarte et al. (2017), which include two aspects: external body shame and internal body shame. The body shaming scale includes 15 items, with 15 valid items and 0 invalid items, achieving a Cronbach's alpha value of >0.6. The self-confidence scale in this study is adapted from previous research conducted by Dina in 2023. This scale is based on aspects described by Lauster (Hidayat et al.), which include self-belief and self-ability, an optimistic attitude, an objective perspective, responsibility, and rationality as well as realism. The scale used includes 15 items, with 15 valid items and 0 invalid items, with a Cronbach's alpha value >0.6. The analysis technique used in this study employs multiple linear regression assisted by SPSS version 25.

Results and Discussion

This study aims to determine the relationship between body image and body shaming on self-esteem among final-year students. The respondents included are final-year students with a total of 110 respondents.

Variable	Level	Number of respondents	Persentase
Body image	Low	-	
	Medium	26	23,63%
	High	84	76,36%
Body shamming	Low	-	
	Medium	15	13,63%
	High	95	86,36%
Self Confidence	Low	_	
	Medium	16	14,54%
	High	94	85,45%

Table 1 Respondent Characteristics

Based on the characteristics of the respondents from 110 final-year students with the body image variable, it shows that there are 26 students with a percentage of 23.63% included in the moderate Body Image category and 84 students with a percentage of 76.36% included in the high Body Image category. The body shaming variable shows that there are 15 students with a percentage of 13.63% included in the moderate body shaming category and 95 students with a percentage of 86.36% included in the high body shaming category. The self-confidence variable shows that there are 16 students with a percentage of 14.54% in the moderate self-confidence category and 94 students with a percentage of 85.45% included in the high self-confidence category.

Based on the validity test of the instrument, it was found that in the body image variable, the validity results showed items 1-15 ranging from (0.5-1). According to the criteria, if the r result is greater than the r table, then the validity of the body image instrument is considered valid. In the body shaming variable, the validity showed items 1-15 ranging from (0.05-1). According to the criteria, if the r result is greater than the r table, then the ratio and the r table, the result is greater than the r table, then the validity of the body shaming instrument is considered valid. Based on the validity test of the instrument, it was found that in the self-confidence variable, the validity results showed items 1-15 ranging from (0.5-1). According to the criteria, if the r result is greater than the r table, then the validity of the self-confidence instrument is considered valid. After conducting the validity test, the next step is to test the reliability of the instrument using Cronbach's alpha.For more clarity, please refer to table 2

	Body image	Body shamming	Self confidence
Cronbach Alfa	0,7	0,7	0,7

Table 2 Instrument Reliability Test

Based on the instrument reliability test, it was found that the body image variable had a Cronbach's alpha result of 0.7. The body shaming variable also had a Cronbach's alpha result of 0.7, and the self-confidence variable had a Cronbach's alpha result of 0.7. According to the criteria, if Cronbach's alpha > 0.7, it is included in the highly reliable instrument category. Hypothesis testing in this study uses MRA (moderated regression analysis) to examine the relationship between body image and body shaming on the self-confidence of final-year students. Before testing the hypothesis, a normality test of the data was conducted. The normality test uses the Kolmogorov-Smirnov method. For more clarity, please refer to table 3

Test statistic	Body image	Body shamming	Self confidence
	1,2	0,7	1,5

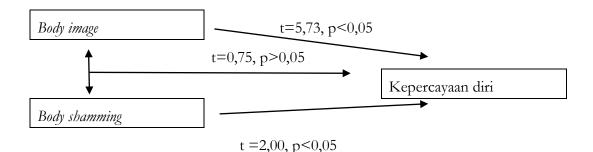
Table 3 Normality Test

Based on the normality test on the body image variable, the statistical value is 1.2. On the body shaming variable, the statistical value is 0.7. And lastly, the self-confidence variable has a statistical value of 1.5. Based on the criteria, if the statistical result is greater than >0.05, then the data is considered normal. Data analysis in this study used multiple linear regression for further clarity, as shown in table 4.

Model	Т	р	R
Model Summary			
Body Image	5,73	<0,05	0,48
Body Shamming	2,00	<0,05	0,18
Body Image Dan	0,75	>0,05	0,48
Body Shamming			

Table 4 Data Analysis Test

Dependent Variabel: self confidence



Based on the model summary results, there is an R value of 0.48 (48%) indicating that the influence of body image and body shaming on self-confidence is explained, while the remaining 52% is influenced by other variables outside the study. In the T-test related to the body image variable and self-confidence, there is a t-value of 5.73 with p<0.05, indicating a partial relationship with self-confidence. In the T-test related to the body shaming variable and self-confidence, there is a t-value of

2.00 with p<0.05, indicating a partial relationship between body shaming and selfconfidence. In the simultaneous test related to the relationship between body image and body shaming variables and self-confidence, there is a t-value of 0.75 with p>0.05, indicating no simultaneous relationship between these variables.

The results of this study can be supported by various previous studies, such as the research conducted by Agus Kurniawan et al., which showed that body image and self-confidence have a significant relationship²³. Likewise, the research conducted by Grogan, found a significant positive relationship²⁴. The body image that a person possesses has an influence on their psychological condition, such as self-confidence, because many students feel they lack self-confidence, even those with high achievements still feel shy to show themselves. Self-confidence plays a significant role for individuals in enhancing their abilities. This is supported by Puspitasari's research, which shows a positive correlation between a positive body image and a high level of self-confidence. Students with a positive body image tend to have higher self-confidence.

The second hypothesis can be determined to be insignificant, based on the significance value of the body shaming variable with self-confidence of 0.774, which means that the variable is said to be uncorrelated. This study is in line with the research conducted by Anggreani, which states that body shaming is not correlated with self-confidence²⁵. This research is also supported by a study conducted by Melizza et all., which states that there is a negative correlation between body shaming and self-confidence²⁶.

Based on the above explanation, it can be concluded that the higher the selfconfidence, the higher the body image, and conversely, the lower the self-confidence, the lower the body image. This means that many students feel they lack selfconfidence, even those with high achievements still feel shy to show themselves

²³ Kurniawan, A. (2023). The Relationship Between Body Image and Self Esteem in Adolescents Reviewed from the Motives for Following Fitness Training. *CAUSALITA: Journal of Psychology*, 1(1), 38-48.

²⁴ Grogan, S. (2021). Body image: Understanding body dissatisfaction in men, women and children. Routledge.

²⁵ Anggreani, N. C. S. (2022). The effect of body shaming on adolescent mental health (Doctoral dissertation, ITSKes Insan Cendekia Medika Jombang).

²⁶ Melizza, N., Rahmawati, A., Arfianto, M. A., Mashfufa, E. W., Kurnia, A. D., & Masruroh, N. L. (2023). The Relationship Between Body Shaming and Self-esteem in Students. *KnE Medicine*, 488-499.

because self-confidence plays a significant role for individuals in enhancing their abilities in various aspects.

Conclusion

Based on the results of data analysis and previous discussions, it can be concluded that there is a significant relationship between body image and selfconfidence among final-year students at IAI Hamzanwadi, with a significant and positive correlation. The relationship between body shaming and self-confidence among final-year students at IAI Hamzanwadi is not significant or negative. For future researchers intending to conduct studies, it is recommended to analyze other factors that may influence body image and body shaming. Future researchers are also advised to use subjects with different characteristics and to conduct preliminary screening to determine the levels of body image and body shaming in the subjects to be studied.

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