

Abstrak

Fenomena *body dissatisfaction* di kalangan mahasiswi *emerging adulthood* pengguna *Instagram* semakin meningkat akibat tingginya paparan terhadap standar kecantikan yang tidak realistis dan perilaku *social comparison*. Penelitian ini bertujuan untuk menganalisis pengaruh *social comparison* terhadap *body dissatisfaction* dengan *gratitude* sebagai variabel moderator. Pendekatan yang digunakan bersifat kuantitatif dengan desain kausalitas, melibatkan 376 mahasiswi berusia 18–25 tahun di Kota Bandung. Instrumen penelitian mencakup INCOM untuk *social comparison*, *Body Dissatisfaction Scale* untuk *body dissatisfaction*, dan *Islamic Gratitude Scale* (IGS-10) untuk *gratitude*. Analisis dilakukan menggunakan *Moderated Regression Analysis* (MRA) dengan SPSS 30. Hasil menunjukkan bahwa *social comparison* berpengaruh positif signifikan terhadap *body dissatisfaction* ($R^2 = 0,454$, $p < 0,001$). *Gratitude* juga berpengaruh langsung dan memoderasi hubungan *social comparison* terhadap *body dissatisfaction* ($R^2 = 0,454$, $p < 0,05$), dengan jenis moderasi semu. Temuan ini menegaskan bahwa tingkat *gratitude* yang tinggi dapat mengurangi dampak negatif *social comparison* terhadap *body dissatisfaction*.

Kata Kunci : *Social Comparison, Body Dissatisfaction, Gratitude.*

Abstract

The phenomenon of *body dissatisfaction* among emerging adult female *Instagram* users has increased due to high exposure to unrealistic beauty standards and *social comparison* behaviors. This study aims to examine the effect of *social comparison* on *body dissatisfaction* with *gratitude* as a moderating variable. A quantitative approach with a causal design was employed, involving 376 female students aged 18–25 years in Bandung. Research instruments included the INCOM to measure *social comparison*, *Body Dissatisfaction Scale*, and the *Islamic Gratitude Scale* (IGS-10) to assess *gratitude*. Data were analyzed using *Moderated Regression Analysis* (MRA) with SPSS 30. The results indicated that *social comparison* has a significant positive effect on *body dissatisfaction* ($R^2 = 0.454$, $p < 0.001$). *Gratitude* also showed a direct effect and moderated the relationship between *social comparison* and *body dissatisfaction* ($R^2 = 0.454$, $p < 0.05$), with a quasi-moderation type. These findings highlight that higher levels of *gratitude* can reduce the negative impact of *social comparison* on *body dissatisfaction*.

Keyword : *Social Comparison, Body Dissatisfaction, Gratitude.*