The Effect of Korean Model Pictures Exposure on Body Image Satisfaction of Female Teenagers in “X” University

Vania Priskila, Syanthi Dewi Hutomo

Department of Psychology, Bunda Mulia University, Lodan, North Jakarta, Indonesia

*E-mail: vaniapriskila09@gmail.com, syntdewi@yahoo.com

Abstract

Body image is a positive or negative evaluation towards one’s own body. In adolescent period, a transition between childhood and adulthood, adolescents are expected to pay attention to their body image and lifestyle. In Indonesia, adolescents’ body image and lifestyle may be influenced by foreign artists such as Korean artists. An experimental study was conducted to examine the effect of media exposure through images of Korean female model on an individual’s body image assessment. Using image exposure as the independent variable, and body image satisfaction as the dependent variable, this study involved 30 female subjects of 18-20 years old from "X" university. They were exposed to Korean female model images, using one group pretest-posttest design. Paired sample t-test was used, resulting in t-count (-0.660) < t-table (2.045). It can be concluded that there was no effect of body image satisfaction score of the test before and after the exposure.

Keywords— Body image, Body image satisfaction, Korean Female model

1. Introduction

Body image satisfaction is an individual’s thought (rating/valuation) about the aspects of their body which is different from one another. Body image is the attitude of a person concerning his body in the form of positive or negative ratings (Cash & Pruzinsky, in Irawan & Safitri, 2014). Cash (in Perdani, 2009) also said that body image is a picture that refers to a person’s perceptions and behaviors about their own bodies which is not only seen from the overall appearance but also every part of his body. According Honigam and Castle (in Januar & Putri, 2007), body image is the mental picture of an individual related to the shape and size of the body, how one gives the perception and assessment of what he was thinking and feeling of the shape and size of the body, and also on the judgments of others against himself.


According to Cash (in Hamilton, 2008), appearance evaluation (feelings about one’s physical appearance) is an aspect, which measures the overall evaluation of appearance and body, whether attractive or not attractive as well as satisfactory or unsatisfactory. Appearance orientation (concerns with regard to physical appearance) is the individual’s attention to her appearance, and the work done to improve and enhance her appearance. Fitness evaluation (feeling about the level of health and fitness) is an evaluation of the level of health and fitness, how healthy and how fit the individual’s body. Fitness orientation (concerns for the health or fitness level) serves as an aspect of individual attention to her health and fitness level, and efforts to improve and enhance the health and fitness of his body. Health evaluation (medical evaluation) is feeling about health. Health orientation (orientation of health) concerns about health. Illness orientation (reactivity against disease) is an individual’s attention or sensitivity to things that can cause disease both in short term and long term, prevent illness or cope with rapid disease response or indifference. Body area of satisfaction (satisfaction with the parts of the body), measures the satisfaction of individuals against specific body parts, like the lower body (buttocks, thighs, hips, feet), the middle of the body (hips, abdomen), the upper body (chest, shoulders, arms), and overall appearance. Weight preoccupation (preoccupation on weight) is the anxiety of becoming obese, awareness of body weight, dietary behavior, and control of eating. Subjective weight is categorization in certain weight group.

Teenagers are individuals aged 10-20 years, marked by changes in shape, size and function of the body (Jafar, 2005). According to the World Health Organization
(WHO), teenagers are those aged 10 to 24 years (in Jafar, 2005). Santrock (2006) states that the teenager is a transitional period of development from childhood into adulthood, where a lot of challenges need to be faced prior to the period to adulthood.

According to Behrman, Kliegman, and Jenson (in Jafar, 2005), adolescence can be divided into early teens aged 10 to 13 years old, medium teenagers aged 14 to 16 years, and late teens aged 17 to 20 years. According to Erikson (in Sander, 2013), the fifth stage of psychosocial development which might occur when individuals are in adolescence is identity versus confusion of identity. At this stage, teenagers are trying to discover who they really are, what is inside of them, and their direction in life. For that reason, teenagers often imitate and are very easy to receive information for granted. Albert Bandura (in Sander, 2013) suggested that after childhood, the adolescents’ experience is more widespread, which includes mimicking the habits and values of the surrounding community.

Young women today, especially in Jakarta grow and develop by adapting various things that are judged to be good and desirable by others. In case of their body image, youth nowadays tend to focus on their appearance in order to meet the social demand to be accepted by the social environment and feel accepted by their peers.

Teens also tend to imitate what the environment presents because adolescence is a period of transition and their emotions are unstable during the stage of their development. To that end, a teenager who begins to experience a lot of developments in both the body and the psychology, driven by the dynamics of time which shows different images of women who are thin, white, smooth-skinned, easily accepts such images due to their current stage of identity development, namely identity versus identity confusion.

All of that is added with the imitation of the process of learning, the so-called “social learning” or better known as the theory of the learning process of the social environment. The process of imitating and learning from experience is not just happening in the group, but it can happen through mass media, such as radio, television, newspapers, social networking on the Internet, as well as magazines (Sander, 2013).

In adolescents, body image begins to develop in line with their physical growth and mental maturity (Close & Giles in Januar and Putri, 2007). The way teens look at their physical growth is affected by the change, impressions and mass media that displays the model’s ideal body shape as well as the tendency to compare herself with others her age (Januar and Princess, 2007).

Today, the media greatly influence the exposure of Korean female models that are thin and have a smooth fair skin. The rise of this phenomenon can be observed in social networks that feature thin and smooth fair skin women as models for selling variety of beauty products with low price to get an attractive body, in this case whitening or body slimming products. This statement is supported by Siswo (2013), which claims that the sale of cosmetic products and whitening creams are done freely on the market and online. Additionally, Rombe (2014) also suggested the formation of body image in adolescents cannot be separated from their attention to a wide range of media influence by means of advertisements on television, magazines, and internet icons or symbols where the idea of an ideal woman is tall, have smooth and fair skin and also thin.

This study aims to determine the effect of the exposure image of Korean’s female models on body image satisfaction, so that the research design which is used in this study is an experimental research in the form of an investigation in which a minimum of one variable is manipulated to study the causal relationship (Solso & Maclin, in Seniati et al., 2015).

The purpose of this study is to find a causal relationship between independent variables and the dependent variable, giving manipulation to the subject in the form of independent variables, the existence of objective observation, as well as their control of the situation (Seniati et al, 2015). In this study, the independent variable is the exposure of the image, dependent variable was body-image satisfaction. The secondary variables in this study is the exposure time of image as it can cause the different perception whereby if the exposure is too fast then the subject will not be influenced by the picture and when rendering the image too long a subject may pay attention to things that are outside the picture. In addition, the characteristics of the images used can also influence because if the image does not correspond to the ideal body of Korean women alone it is not possible to measure what was initially intended to be measured in the study. Third, the time lag between the provision of pre-test and post-test for granting a lag time that is too fast will make the subject experience a learning process and when the timing of the post-test is too long it will cause the subject to forget the treatment that has been given as much information has been received by the subjects.

2. Methods

The teenagers who become subject in this research are active students of university X aged 18 to 20 years. However, it is also likely to affect the results. The terms set in this research are girls who have a view or neutral perception of the female models Korea with the perception that is not excessive (positive) and the perception that is excessive (negative).

In practice, the subjects were collected and given instructions to work on the questionnaire (pretest) totaling 47 items. Afterwards, the subjects were given a 10-minute pause to rest. Then, the subjects were asked to give impression of an image of Korean female models through the media projector for 5 minutes. Shortly after the exposure of the image, the subjects were immediately given a questionnaire containing sheets of the same
statement with the pre-test materials, but the items were re-randomized. Both pretest and posttest questionnaire has a duration of 15 minutes each. Thus, the total time spent in conducting this study was 50 minutes including the provision of instruction.

Data collection was carried out using random sampling method. This study used parametric Paired Sample t-test. This research used paired sample t-test because the subjects are given the treatment before and after the treatment through the administration of questionnaire adaptation of body image satisfaction as a measure of body image satisfaction.

3. Result and Discussion

Paired sample T-test showed different results with theories that have been described. From the experiments that have been carried out with the number of 30 subjects, in which questionnaires related to the views or their assessment of body image before and after the display image is given, no different results were found.

Normality test was done by using one sample Kolmogorov-Smirnov test which obtained a significance value of 0.718 to 0.792 for the pretest and posttest. Therefore, sig > 0.005, the spread of the score is normal. Sample of calculation using paired t-test on 30 subjects produced t_{cont} of -0.660 with 29 df, and Sig. (2-tailed) 0.514. With the results of t_{cont} (-0.660) < t table (2.045), H0, which reads “there is no effect of exposure to female models Korea on Body Image Satisfaction” was accepted. So, there was no difference in the average value of the test before and after the exposure of the image. In other words, the exposure of the image had no effect on test scores. The reliability in this study was tested using Cronbach alpha, which eventually resulted into \( r \) equal to 0.841.

Table 2. Paired Samples Test

<table>
<thead>
<tr>
<th>Pair 1</th>
<th>Pretest</th>
<th>d</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>posttest</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.7</td>
<td>61</td>
<td>7</td>
<td>7.2</td>
<td>41</td>
<td>1660</td>
<td>29</td>
<td>6.54</td>
</tr>
<tr>
<td>1.</td>
<td>Mean</td>
<td></td>
<td>14.6</td>
<td>67</td>
<td>7</td>
<td>2.37</td>
<td>8</td>
<td>-660</td>
<td>29</td>
<td>6.54</td>
</tr>
<tr>
<td>2.</td>
<td>Std. Deviation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Std. Error Mean</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>95% Confidence Interval of the Difference</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Lower</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Upper</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>T</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Df</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Sig. (2-tailed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Differences | Positive | .127 | .075 |
|            | Negative | -.088 | -.119 |

| Kolmogorov-Smirnov Z | .696 | .650 |

| Asymp. Sig. (2-tailed) | .718 | .792 |

a. Test distribution is Normal.
b. Calculated from data.

Table 3. Case Processing Summary

<table>
<thead>
<tr>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>30</td>
</tr>
<tr>
<td>Excluded</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
</tr>
</tbody>
</table>

a. Listwise Detection based on all variables in the procedure

Table 4. Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.841</td>
<td>2</td>
</tr>
</tbody>
</table>

The choice of Korean female model image exposure without proper sound advertising, aims to look at the perception of body image caused by the image of the model, not because of the noise or movement. In a study conducted by Na’imah and Rahardjo (2008), comparative social public figure in the mass media has influence on body image or teen body image. This contrasts with the results of experiments conducted by the researchers. The possible causes of these differences include differences in adolescent age range in the measurement category. The subjects of this study are University student “X” aged 18 to 20 years, or in other words at the stage of late adolescence and early adulthood during which mindsets are more mature.

In addition, it can lead to differences in the results due to the possibility that the subject is exhausted after completing the questionnaire, which amounted to 47 items each for the pretest and posttest. In this regard, the subject also has the possibility to still remember the content of the pre-test questionnaire that can be seen from the small difference between pretest and posttest. This happens because there is only a short time given to subjects to rest, which is 10 minutes, before exposing the image. Lastly, the thing that might influence the results of research is the unclear presentation of image that is unable to show the original color of each image presented.

4. Conclusion

Exposure to ideal body model in this era of globalization is becoming increasingly widespread, especially from Korean culture. Various phenomena visible in the community demonstrate the role of media in changing the perception of body image. Exposure to picture of the ideal model is very rampant in various media, starting from images, moving images, sounds, in advertising and the sorts. The media plays an important role as means of delivering information. It can be concluded from the result
that there was no effect of the exposure of the image on body image satisfaction in teenage girls.

Acknowledgment

Thank you to UIPSUR which has given the opportunity for the author to join the symposium. Another gratitude is delivered to our lecturer, Ms. Devi Jatmika and Mr. Garvin Goei who has guided the authors to complete the research and literature review conducted for UIPSUR.

References


