

RELATIONSHIP OF BODY IMAGE AND SELF-PRICE WITH ATTITUDES TOWARDS DIETS IN LOCATED WOMEN STAYING AT RW 06 JOHAR VILLAGE NEW JAKARTA CENTER

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ABSTRACT

The social standard of ideal body image for women is to have a slim body and a large number of women have tried to change themselves to meet the criteria of an ideal body. This can lead to a tendency for abnormal behavior. Diet is the most popular method of losing weight. For most women, body image is almost impossible to separate from self-esteem, so that the individual feels uncomfortable and dissatisfied with his own body, meaning that the individual is unhappy and dissatisfied with himself. So that there will be efforts for improvement and physical changes such as doing a diet program that is carried out by women for physical beauty and to make them look more beautiful and attractive. The purpose of this study was to determine the relationship between body image and self-esteem with attitudes towards diet in women who live in Rw 06, Johar Baru Village, Central Jakarta. Based on the description above, (Ha) There is a relationship between body image and self-esteem with attitudes towards diet among women who live in RW 06 Johar Baru Village, Central Jakarta. The independent variables are body image and self-esteem, while the dependent variable is attitude towards diet. The study population was women in Rw 06 Johar Baru Village. The samples tested were 116 people. The sampling technique is probability sampling technique. The data collection method used body image scale, self-esteem scale and attitude scale toward diet. Analysis of the body image scale instrument obtained a validity index of 0.468-0.864 so that 16 items were invalid and 53 items were valid. The self-esteem scale test obtained a validity index of 0.387-0.798 so that 13 items were invalidated and 47 items were valid and the Attitude scale test for diet obtained a validity index of 0.677-0.821 so that 10 items were invalidated and 38 items were valid. From the data analysis, it is obtained that R is 0.591 with $F < 0.05$, this proves that H_0 is rejected and H_a is accepted, that there is a positive relationship between body image and self-esteem with attitudes towards diet in women in Rw 06 Johar Baru.

Keywords: Body Image, Self-Esteem and Attitude Towards Diet.