

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

Ika Wulandari¹, Yosi Mersilinda², Mita Wahyuning Diah³
ikaraharjo@gmail.com¹, yosimersilinda@gmail.com², mita.sinergi@gmail.com³
Program Study Masters Psychology Professional (PSMPP)
Persada Indonesia University YAI Jakarta, Indonesia

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.

PRELIMINARY

Beauty is the most beautiful gift for women. In medieval times, female beauty was depicted as a fat and fertile woman. Even a statue of Venus of Willendorf depicts that the goddess Venus who is revered as a symbol of beauty is fat. However, since the development of the media and advertising industry, the ideal image of a fertile woman has begun to be removed. In the 1960s, suddenly the thin body became a symbol of beauty. The skinny body shape reached its peak in the 1980s. Many women are on a strict diet to have a thin body. The body trend in the 2000s was a slim, fit and healthy body with a sexy body (Annastasia Melliana 2006: 64, 73).

These ideal bodies are usually featured in magazines, films, television, and the world of advertising, presenting the ideal female figure as a slim female figure, with beautiful legs, thighs, slim waist and hips, large breasts and fair skin. So many young women who want to have a body shape like the one in the media.

Various ways are done to get a body shape that is considered ideal, one way is by dieting. Various diet methods have been tried, but the individual does not necessarily know whether the diet method is healthy or only oriented to "lose weight" without any guarantee that the body remains healthy.

Busy dieting seems to have become a widespread cultural symptom. In 2004, at least 55 percent of women and 29 percent of men admitted to dieting. However, to diet, individuals do not have to have a body shape that is fat or overweight. One study found that the number of dieters with normal weight is greater than dieters who are obese and about 10 percent of thin or slim women are also dieting (Abramson, 2007: 112).

Many individuals think that the most appropriate way to lose weight is by doing a diet that is interpreted as fasting or reducing the amount of food consumed. The assumption, by reducing the amount of food intake as much as possible, will accelerate weight loss towards the desired weight. Luciana B. Sutanto explained that the definition of diet is not that simple. Diet actually means the combination of food and drink in meals that are consumed daily. So, diet is defined as regulating eating in a healthy pattern, said the clinical nutrition specialist at Mitra Keluarga Kemayoran Hospital, Jakarta. (www.beauty&healthywomen.com, 2006).

There are so many dieting methods for weight loss available. From the Atkins Diet (low carbohydrate diet), the Cabbage Soup Diet, the Grapefruit Diet, the South Beach Diet, the Balance Diet, and others. The right diet, continued Luciana, is to keep eating foods with a balanced amount of the composition the body needs. Of course, the total calories are lower than what is normally consumed, so the body will use up the body's energy stores, namely body fat, both located under the skin and in the body (visceral fat). With the loss of body fat mass, there will be weight loss.

Going on a diet means carefully limiting your consumption of calories or certain types of food. As long as it is carried out proportionally by paying attention to the needs of the body, a diet can make you lose weight and the body remains healthy. However, if done carelessly it can be fatal because lack of nutrients in the wrong types and amounts can interfere with the growth of overall body health. Diet will be more effective if controlled by a nutritionist. However, many women stick to self-made diets and accomplishments that don't make sense. So that it makes the body lose the substances it needs to carry out daily activities. Individual reasons for dieting vary. Some of them are dieting because they are too fat, so they have to pay more attention to diet and exercise portions so that the body is more fit and healthier. Meanwhile, others feel better and look more attractive if they lose a few pounds. There are also those who go on a diet because they feel they have to maintain a slim appearance like a model.

Women's concern for appearance, shows their identity, status symbols, individual character, even as a barometer for individuals who want to judge their partner's tastes. Environmental influences, friends and "trend" fashion often affect one's appearance. Appearances can increase or decrease an individual's body image or self-esteem. Self-esteem (self-esteem) and body image (body image) has grown and developed since the individual increased to adolescence (Desiree Sianipar, 1999).

It is not only teenagers who are affected by such influences, old or young, thin or fat, tall or short, celebrities or ordinary people, do not want to suffer and are despised because they are unable to display self-esteem and body image that can amaze the crowd. , especially if they are classified as people who do not know fashion (Desiree Sianipar, 1999).

According to Abramson (2007: 177-178), body image is a mental image of the body. The mental image consists of three parts, namely subjective thoughts and feelings about the body or limbs, the experience of the individual's body including the perception of body size, and feelings of anxiety about the body and the behavior that the individual does or does not do because the individual is uncomfortable with his body.

Body image, which is a way of seeing, has two components of a way of thinking, namely a positive way of thinking and a negative way of thinking (Annastasia Melliana, 2006: 89). If individuals have a positive way of thinking, they will be able to accept the changes in physical appearance that we experience, but if individuals think negatively, they will be less accepting or rejecting. For example, individuals will feel dissatisfied with their bodies, which other people think is good enough.

Body image dissatisfaction with young women usually arises when individuals have bodies that are not in accordance with the ideal body. Because body image is more directly related to the degree of judgment made on the physical appearance of each individual. The dissatisfaction experienced will of course also affect the overall self-assessment.

To achieve satisfaction in body image, individuals will use various methods to obtain the ideal body shape, for example following a weight loss program with a diet, exercising, beautifying themselves in a salon and so on.

If a woman is dissatisfied with her body shape, she is also dissatisfied with herself. As a result, women do not value themselves because they feel that their body shape is not ideal, so they are willing to go on a diet program in order to get the expected body shape. Several studies in women following weight loss programs have shown that body dissatisfaction is associated with low self-esteem and depressive symptoms. The level of dissatisfaction was not associated with being overweight. Moderately overweight women were just as dissatisfied as very obese women (Abramson 2007: 178-179).

Self-esteem in everyday speech is more often associated with offended situations or respect for self or others which is assessed through the behavior of the individual concerned. Self-esteem by Coopersmith (in Berta Esri AP, 2002: 5) is defined as a self-evaluation that is upheld and maintained by the individual and comes from individual interactions with people closest to their environment and from a number of awards, acceptance and treatment of others received by the individual. individual.

Self-esteem has a close relationship with the ideal body weight of a woman. Women who have ideal body weight tend to be environmentally acceptable, so that women have high self-confidence and self-esteem. Vice versa, if adolescents have less than ideal body weight by their environment, it can make these women become insecure and ultimately feel their self-esteem is low (Ade Rahmawati, 2006: 2-3). So that to increase self-confidence and self-esteem, women tend to use various methods to get the ideal body shape, namely by doing a diet.

From the problems that have been previously described, it turns out that it can happen to women who live in Rw 06 Johar Baru, Central Jakarta. At Rw 06 Johar Baru Central Jakarta, women are active every Sunday to do healthy exercise. From the interviews conducted by the author, it turns out that the goal of individuals following regular exercise is to reduce weight. In addition, many also revealed that they were on a diet. Meanwhile, the Puskesmas in Johar Baru Village once a month carries out a health education program which also includes a good diet so that the body's health is maintained.

ATTITUDE TO DIET

1. Understanding Attitudes towards Diet

Attitude is a process of evaluating an attitude object that can be used to predict individual behavior tendencies. If the individual shows a positive attitude towards an attitude object, it can be interpreted that individuals tend to behave in accordance with the attitude object and vice versa. Crider et al (in Irwanto, 2002: 268) state that positive or negative evaluations of certain people, objects, events, or ideas are called attitudes.

According to Thurston, Likert and Osgood (in Saifuddin Azwar, 2005: 4) attitude is a form of evaluation or feeling reaction. The individual's attitude towards an object is a favorable feeling or unfavorable feeling on the object. So that attitude can also be said to be the degree of positive feelings or negative feelings towards a psychological object.

Attitude contains three parts, namely cognitive, affective and conative. Because the three parts are closely related, if you can know the cognition and feelings of an individual towards a certain object of attitude, you will also know the behavioral tendencies. Thus, it can predict behavior from attitudes which have a huge impact on the application of psychology (Sarlito Wirawan, 2002: 234).

Diet is one of the objects of attitude that can affect individual behavior. Diet is a behavior that is very often carried out by every individual, with the aim of improving body shape so that it looks slimmer, healthier, and ideal. In his book, "Eat out, Eat Right", Liz Ezbysk, a nutritionist says that "Be realistic that a diet program is actually a manageable plan. Don't get too obsessed with diets". Basically, diet is choosing which foods, changing behavior in food, and adjusting the size of food portions. Liz Ezbysk added that diet is to keep consuming nutritious food and don't just cut the food that enters the body (in Ode Faellasufa, 2007: 24-25).

Luciana B. Sutanto explained that diet actually means a combination of food and drink in a meal that is consumed daily. So, regulate eating in a healthy pattern, said the clinical nutrition specialist from Mitra Keluarga Kemayoran Hospital Jakarta (in <http://nostalgia.tabloidnova.com/articles.asp?id=12215>, 2014).

In http://medicastore.com/artikel/435/Perlukah_Diet_pada_Anak_.html, 2014) it explains that diet is defined as the composition of daily food. Diet provides the body's nutritional needs, which are necessary for optimal growth and maintenance. Diet depends on their needs, while these needs depend on the activities and conditions of the individual concerned.

According to Phaidon L Tarui (2007: 10) in the book *Fat-Loss, Weight-Loss*, diet is regulating nutrients or nutrients needed by the body. Diet does not mean not eating, diet means the management or regulation of food patterns, in the form of quantity, quality, way of processing food and frequency of food.

Diet to lose or gain weight is based on the number of calories in and used. Obesity can occur if the number of calories in is greater than that is used. Therefore, to get the ideal body weight, individuals must control the balance between incoming calories and the energy used (http://medicastore.com/artikel/435/Perlukah_Diet_pada_Anak_.html, 2013).

According to Mirza Maulana (2008: 36), doing a diet means carefully limiting the consumption of calories or certain types of food. As long as it is carried out proportionately by paying attention to the needs of the body, a diet can make you lose weight and the body remains healthy. So from the above definition it can be concluded that what is meant by attitude is an individual's reaction to an object, which in this study is that if the individual shows a positive or negative reaction it can be used as a direction of individual behavior tendencies. So that the attitude towards diet is an evaluation or reaction to behave in regulating the diet and nutrition needed by the body with the aim of maintaining health and controlling weight.

2. Attitude components

Diet in this study will be measured through the components of attitude. Because attitude is a tendency to act or respond when individuals are faced with certain stimuli (Sarlito Wirawan, 2002: 240). Diet is considered as the object of attitude. This is because the diet is related to the tendency to act (action tendency) to adjust the diet.

Irwanto (2002: 268-269) details the components that are interconnected in an attitude, namely:

a. Cognitive Component

Attitude involves an evaluative process, either comparing, analyzing or utilizing existing knowledge to examine a stimulus.

b. Affective Component

Attitude involves feelings of pleasure and displeasure as well as other emotional feelings as a result or result of the evaluative process carried out.

c. Conative or Behavioral Components

Attitude is always followed by a tendency to pattern behavior towards certain objects.

In line with the above opinion, Mann (in Saifuddin Azwar, 1995: 24) explains that the cognitive component contains perceptions, beliefs, and stereotypes that individuals have about something. The affective component is the individual's feelings towards the object of the attitude and concerns emotional problems. Then, the behavioral component contains a tendency or tendency to act or to react to something in certain ways.

3. Attitude characteristics

Every individual has an attitude in looking at an object and that object can be a single object or an object in a certain number. The characteristics of attitudes according to Abu Ahmadi (2002: 178) are as follows:

a. Attitude is learned (learnability)

Attitude is the result of learning either accidentally or unconsciously or consciously. Individuals who study attitude deliberately understand that it will lead to better conditions, such as obtaining a value that is personal in nature.

b. Have stability (stability)

Attitude begins with learning, then becomes stronger, more steady and stable, through experience. This attitude is difficult to change, if it can change, it will take a relatively long time.

c. Personal-societal significance

Attitude involves the relationship between individuals and other people and also between people and goods or situations. If the individual feels that other people are pleasant, open and warm, then that individual feels happy and free.

d. Contains cognition and affection

The cognition component of attitude is factual information. This means that the attitude towards an attitude object is always followed by feelings which can be positive or negative. Besides that, attitude also contains motivation. So attitudes have a driving force for individuals to behave in certain ways towards the objects they face.

e. Approach-avoidance directionality

If the individual has a positive or happy attitude towards an object, the individual will approach that object. However, if individuals do not like or have a negative attitude towards an object, the individual will avoid that object.

4. Diet Arrangement of Food Patterns

Diet means the management or regulation of food patterns, in the form of quantity, quality, how to process food and food frequency. So, diet does not mean not eating (Phaidon L Toruan, 2007: 128). The following are methods of regulating dietary patterns:

a. Food quantity setting

Diet is regulating nutrients or nutrients needed by the body. Nutrition is a substance needed by the body. Diet means regulating nutrition, what can or should not enter the body (Phaidon L Toruan, 2007: 128). The most important nutritional components for the body are protein, carbohydrates, fats, vitamins, minerals and water. A balanced diet must regulate the amount of nutrients that enter the body. The way to regulate the quantity of food is by counting the number of food calories consumed and reducing the portion of food but still maintaining the nutritional quality.

b. Food quality setting

The body needs food management. Good food is not necessarily good for the body. Therefore, it is very important for individuals on a diet to regulate the quality of the food they consume on a daily basis. Quality regulation means choosing foods that are healthy and contain adequate nutrition for the body. Healthy foods can be obtained from nature, for example fruits, vegetables, tubers, foods that do not use preservatives or flavorings. This is able to maintain a healthy body and can also control body weight (Phaidon L Toruan, 2007: 129-131). In addition, eating foods that are high in fiber and water can help you lose weight without feeling hungry (Abramson, 2005: 152).

c. How to Process Food

There are various ways in processing food. For example, by sauteing, frying, boiling, steaming and grilling. For individuals on a diet it is highly recommended to avoid fried foods. Because fried foods can increase cholesterol levels and can increase body weight (Weekes, 2008: 20-21). Individuals who are dieting are more likely to consume foods that are processed by boiling, steaming or grilling. With the hope that if you avoid foods that are fried in oil, you will reduce the amount of fat and you will lose weight as well.

d. Eating Frequency

The frequency of eating means the number of times a day an individual eats. We recommend that you eat each individual three times a day, namely breakfast, lunch and dinner. Individuals who diet often reduce the frequency of eating to once a day (Phaidon L Toruan, 2007: 145). Usually what is cut is breakfast and dinner time. Because it is considered the most dangerous mealtime that can make you gain weight. Fasting is also one way to regulate the frequency of eating, because fasting means moving the time of eating from the habit of eating breakfast, lunch and dinner to only including food at night. However, quantitatively

the amount of food eaten tends to be less so that many look slim after fasting (Khamid Wijaya, 2005: 78).

5. Factors Affecting Attitudes Toward Diet

Most individuals go on a diet to improve their body shape and reduce their weight. These individuals aim to be able to appear better in the eyes of society and feel more able to respect themselves. The tendency of individuals to adopt a diet method is influenced by several factors, namely:

a. Gender

Many individuals around the world go on a diet every year. For example, in the United States about 44% of women and 29% of men have tried to lose weight (Serdula et al, in Sarafino, 2002: 250). So it appears that women are more likely to go on a diet than men.

b. Media

Television, newspapers and magazines are filled with articles telling women how to organize their appearance. These media contain various diet methods that promise to change from "ordinary" women to "perfect" women (Weekes, 2008: 14), thus triggering women to diet strictly in order to get a perfect body.

c. Peer pressure

Pressure from friends to diet and pay attention to body weight is very influential. This kind of pressure will make the individual a victim of a bad body image (Anita Naik, 2005: 28).

d. Weight

Busy dieting is often aimed at individuals who are considered to be overweight (overweight) or obese. Actually, diets are often also done by individuals who want to maintain their body weight and feel that their body shape is not ideal.

e. Ideal Body Concept

The definition of beauty and myth for women always changes from time to time. In 1965, the British model Twiggy, who was thin and thin, was able to change the body image of almost all women in various parts of the world into the idealization of the female body shape. The thin figure reached its peak in the 1980s. Women try hard to diet to get a thin body (Annastasi Melliana, 2006: 67).

f. Physical Appeal

A study has shown that in young women, physical attractiveness is positively correlated with levels of happiness and self-esteem, and negatively correlates with levels of neurotics or anxiety. So, appearance is closely related to women's mental health, where the presence of a positive body image on physical appearance will affect the development of self-confidence (Annastasi Melliana, 2006: 94).

BODY IMAGE

1. Definition of Body Image

When most individuals think of body image, it is the aspects surrounding physical appearance, physical attractiveness and beauty. But the definition of body image goes deeper than that, body image reflects more than just concern or concern about body size and shape. According to Atwater (1990: 118), body image is a mental image of an individual about his own body. Body image includes the individual's feelings about his body, the presence of satisfaction or dissatisfaction with his body.

Papalia, Olds & Feldman (2007: 408) revealed that body image is a description and assessment of individual beliefs about their appearance. Furthermore, Stunkard & Mendelson (in Goodstein, 1983: 44) explains that body image is the impression of an individual regarding his

physical appearance and is related to feelings. According to Abramson (2007: 177), body image is a mental image that an individual has of his body.

Rice expressed her views on the definition of body image (in Annastasia Melliana, 2006: 82-83), namely:

"Body image is an individual experience of his body, an individual mental image that includes thoughts, perceptions, feelings, emotions, imagination, judgment, physical sensation, awareness, and behavior regarding his appearance and body shape which is influenced by the idealization of body image in society and this. formed from the social interactions of individuals all the time in their environment, which changes throughout their life span in response to feedback from their environment".

The same thing was also expressed by Lightstone (in: <http://centerforchange.com/newsresources/newsletter/effects-self-concept-media-and-gender-differences-eating-and-exercise>, 2004) that body image includes perception, imagination, emotions, and physical sensations that individuals have. Meanwhile, Maynard (in <http://centerforchange.com/news-resources/newsletter/effects-self-concept-media-and-gender-differences-eating-and-exercise>, 2004) suggests that body image is a mental image that individuals have of his own body, as well as his thoughts, feelings, sensations, consciousness and behavior.

According to Honigman & Castle (in Jacinta F. Rini, 2004: 1), body image is an individual's mental image of their body shape and size; how individuals perceive and provide an assessment of what they think and feel about their size and body shape, and on how other people judge themselves. Actually, what is being thought and felt, does not necessarily represent the actual situation, but rather is the result of subjective self-assessment.

Furthermore, according to Burns (1993: 189-190) body image is used to convey the concept of the physical body that each individual has. Body image is an evaluated picture of the physical self, height, weight, skin color, eye view, other body proportions and is closely related to individual attitudes towards himself and feelings about personal ability and ability to accept people's conditions. other. This is because the body is the part of the individual that is most visible and can be felt, and is a central feature in each individual's self-perception.

From the definitions described above, what is meant by body image is a picture or perception that each individual has which includes aspects of cognitive (mind), affective (feeling) and judgments about his physical including size and shape of the body which is influenced by the ideal image in society and the way other people perceive or judge their body.

2. How to Think Body Image

Body image, which is a way of seeing, has two components of thinking, namely a positive way of thinking and a negative way of thinking (Annastasi Melliana, 2006: 89-91). Positive or negative thinking is the most important thing in increasing or decreasing the assessment of body image.

a. Positive Body Image

If the individual has a positive way of thinking, the individual will be able to accept the changes in physical appearance experienced. When an individual has an accurate and correct mental picture of his body, along with his feelings, measurements and the individual's relationship with his own body in a positive, confident and caring manner about the body, then the individual can be categorized as having a healthy body image and positive self-concept.

b. Negative Body Image

If the individual thinks negatively, the individual will be less accepting or rejecting the physical changes experienced by the individual. For example, individuals will always feel dissatisfied with their bodies, which others think is quite proportional. Negative body image can be divided into two, namely body dissatisfaction and body image distortion. Dissatisfaction means the individual's dislike of his body or certain body parts. The large gap between the ideal body image and the real body image is an indicator of dissatisfaction with the body figure. Meanwhile, body image distortion is an individual's inability to assess body size accurately, due to the gap between the real body state and the body state that exists in the individual's mind.

3. Components of Body Image

Body image is formed from how individuals perceive and provide an assessment of what they think and feel about their body size and shape, and on how other people think about themselves. Thompson (1996: 27) states that there are three components related to body image. The three components are:

a. Perceptual Components

This component is related to the accuracy of the individual in perceiving or estimating his body size.

b. Attitude Components (Subjective)

This component is related to individual satisfaction with their bodies, attention to their bodies, cognitive evaluation and individual anxiety about their physical appearance.

c. Behavior component

This component focuses on sensing situations that cause individuals to experience discomfort associated with their physical appearance.

4. Body Image Measurement Scale

Cash in 1989 (in Thompson, 1996: 69) developed a tool for measuring body image, namely The Multidimensional Body-Self Relation Questionnaire (MBRSQ). The Multidimensional Body-Self Relation Questionnaire (MBRSQ) is a validated self-report inventory of body image assessments. MBRSQ is for adults and adolescents. Overall the MBRSQ consists of 69 items which are categorized into ten subscales, namely:

a. Physical Appearance Evaluation

Includes individual feelings of attractive or not and individual satisfaction or dissatisfaction with their physical appearance.

b. Physical Appearance Orientation

Includes individual attention to physical appearance which can be seen from the extent of individual attention to their physical appearance.

c. Physical Fitness Evaluation

Includes the level of fitness that the individual feels about his body condition.

d. Physical Fitness Orientation

Covers the level of individual attention to physical fitness. This can be seen from individual efforts to improve their physical fitness.

e. Health Evaluation

It is the level of individual judgment about the health of their bodies, whether they feel the meaning of health is important or not important to them. And do they feel health is in good health or susceptible to disease.

f. Health Orientation

Covers the extent of individual knowledge and awareness of the importance of body health based on their physical condition. This can be seen from the healthy lifestyle they choose.

- g. **Illness Orientation**
Covers the extent of knowledge and individual reactions to how the problem is felt by the body.
- h. **Body-Area Satisfaction**
Includes a specific individual assessment of the level of individual decisions on different areas of his body.
- i. **Self-Classified Weight**
Includes an overview of the individual's perception of their body weight. Sometimes the individual perceives his body, where the individual feels fat even though he has a normal weight.
- j. **Anxiety Being Fat (Overweight Preoccupation)**
Includes individual anxiety about obesity, which can be seen from the individual's attention to their weight and the individual's tendency to diet, lose weight and limit their diet.

SELF-ESTEEM

1. Understanding Self-Esteem

Self-esteem in everyday speech is more often associated with offended situations or respect for self or other people which is assessed through the behavior of the individual concerned. For example, the expression "He has no self-esteem", or "No PD" (pd = self-confidence). But the notion of self-worth is not that simple, Coopersmith (in Branden, 1994: 306) states self-esteem as an assessment made by individuals against themselves. This assessment reflects an attitude of acceptance or rejection and shows how far the individual believes that he is capable, important, successful and valuable. Awareness of self and feelings for oneself will lead to a positive or negative self-assessment.

According to Burns (1993: 71), self-esteem is a feeling that oneself is important and effective, and involves a person who is aware of himself. Self-esteem involves a view of the individual's self as a consequence of his behavior, involves an individual's assessment of his achievements or the judgments of others that lead to him in accordance with each cultural standard.

According to Hurlock (1997: 336) self-esteem is a self-evaluation that is created and maintained by an individual originating from social interactions in the family as well as the respect, treatment and acceptance of others. Brown & Dutton (in Myers, 2005: 63), argues that individuals who feel high self-esteem are more assessed by their appearance, abilities and so on. And individuals with high self-esteem prefer their abilities to be considered very important and useful.

Individuals who are able to judge themselves as they are shows what is good for themselves. Individuals who have positive self-esteem mean that they can respect themselves and try to develop themselves, while individuals who have low or negative self-esteem will usually feel less satisfied, less valuable, less empowered, and have low self-esteem and feel guilt, shame and depression (Coopersmith in Ade Rahmawati, 2006: 4).

Low self-esteem can also cause individuals to lose orientation in facing reality, unable to see and realize their true self-esteem and unable to manifest their abilities in the form of success (Branden, 1994: 307).

Based on the description above, it can be concluded that self-esteem is an individual judgment that is given by himself which includes a positive or negative assessment expressed by an attitude of respect or disrespect.

2. Self-Esteem Building Mechanisms

The formation of self-esteem occurs from childhood and is open to constantly changing. Self-esteem formation includes two psychological processes, namely self-evaluation and self-worth (Burns, 1993: 55-56).

a. Self-evaluation

Self-evaluation refers to making judgments about self-importance. In self-evaluation there are three main factors, namely the comparison between the self-image possessed (Self-image) and the desired self-image (Ideal-self), internalization of the social environmental assessment (Society's judgment) and evaluation of the success and failure of doing things as part of one's identity. These three factors are interrelated and determine the process of forming self-esteem.

b. Self-worth

The results of self-evaluation carried out by individuals will grow that self is valuable or called self-esteem. Self-esteem is a feeling that self is valuable. Self-esteem involves seeing yourself take action.

From this self-evaluation and self-esteem, individuals will develop self-esteem. Self-esteem has four areas of success that are closely related to self-esteem formation mechanisms, namely (Coopersmith in Ihsana S. B, 2004: 34):

a. Ability (Power)

Demonstrates an ability to be able to regulate and control the behavior of others which is based on the recognition and respect that individuals receive from others.

b. Significance

Significance shows the care, attention and affection that individuals receive from others which indicates acceptance and popularity of individuals in their social environment.

c. Success (Virtue)

Success shows an obedience to following moral and ethical standards, where individuals will avoid behavior that must be avoided and conduct behavior that is permitted or required by morals, ethics and religion.

d. Competence

Appreciation shows the ability to successfully meet the demands of achievement which is marked by individual success in doing various kinds of tasks well.

If the ability, meaning, success and worth exist within the individual and are at a high level, then the tendency will also show high self-esteem.

3. Aspects of Self-Esteem

According to Reasoner (in Borba, 1989: 7) there are 5 (five) aspects that form high self-esteem. Each of these aspects is a common characteristic possessed by individuals with high self-esteem. These aspects are as follows:

a. Security

Security is a key component that an individual must have for other components of self-esteem to emerge and is an essential basis for healthy emotional development.

b. Selfhood

The feeling of selfishness is the individual feeling of a person. The feeling of selfishness arises when the individual has self-knowledge, in the form of an accurate and realistic self-description of his role, characteristics and physical characteristics.

c. Affiliation (Affiliation)

Affiliation is a feeling of belonging, acceptance or togetherness as well as a feeling of being supported, valued, respected by others that is obtained by individuals in a relationship that

is considered important. This feeling of affiliation will be fulfilled when the individual has a good social experience and is generally accepted by others.

d. Mission

Mission is a feeling of purpose and motivation in life. Individuals who have a mission will mobilize their abilities by making realistic goals and being able to carry out these goals according to the plan.

e. Competence

Competence is a feeling of success and achievement in things that are considered important or valuable. Individuals who have competence, are aware of their own strengths and are able to accept their strengths.

4. Characteristics of Self-Esteem

There are two types of self-esteem based on individual characteristics, namely high, medium and low. Atwater (1983: 156) describes the characteristics of high and low self-esteem, namely:

- a. Characteristics of high self-esteem.
- b. Characteristics of low self-esteem.

Coopersmith (in Elizabeth Pamela & Fidelis Ewaruwu, 2006: 17) states that individuals with high self-esteem have the characteristics of being active and able to express themselves well; succeed in academics, especially in establishing social relations; can take criticism well; believe in perceptions and in himself; not fixated on himself, only thought about his own troubles; belief in himself is not based on fantasy, because he does have abilities and abilities, is not affected by judgments from other people about his character or personality, both positive and negative; easier to adjust to an unclear environment; many produce an atmosphere related to distress which creates low levels of anxiety and feelings of insecurity and has a balanced defensive power.

Coopersmith also said that individuals who have low self-esteem have the following characteristics: having feelings of inferiority; fear of failing in establishing and maintaining social relationships; seen as hopeless and depressed; less able to express themselves, very dependent on the environment; inconsistent; passively will always follow what is in the environment; uses many self-defense tactics; and it's easy to admit mistakes.

CLOSING

Conclusion

Based on the results of the research data analysis that has been done, it can be concluded that:

1. There is a significant relationship with a positive direction between body image and attitude towards diet in women in Johar Baru RW 06, Central Jakarta. This means that the higher the body image, the more positive the attitude towards diet will be. Vice versa.
2. There is a significant relationship with a positive direction between self-esteem and attitudes towards diet in women in Johar Baru RW 06, Central Jakarta. That is, the higher self-esteem, the more positive the attitude towards diet. Vice versa.
3. There is a significant relationship with a positive direction between body image and self-esteem with attitudes towards diet in women in Johar Baru RW 06, Central Jakarta. The higher the body image and the higher the self-esteem, the more positive the attitude towards diet. Vice versa.

Suggestions

After conducting research and analyzing the research data and concluding the data obtained, the researchers made several suggestions as follows:

1. Theoretical Suggestions

For other researchers who want to do similar research, they should link attitudes towards diet with other variables, such as motivation factors.

2. Practical Suggestions

In order for a positive attitude towards diet, it is hoped that women residents of RW 06 Johar Baru, Central Jakarta must improve their positive body image and strive to continue to increase their self-esteem. Body image can be improved by having a feeling of satisfaction and evaluating positively on his appearance, paying attention to his appearance, having a physically fit body, appreciating physical fitness and engaging in frequent physical activities, feeling his body in good health, developing a healthy lifestyle, being aware of various things felt symptoms and immediately tried to seek treatment, and was satisfied with most areas of his body. Meanwhile, self-esteem can be increased by liking personal appearance, feeling proud of oneself, proud of one's achievements, viewing mistakes as learning, expressing opinions straightforwardly.

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