

THE BODY IMAGE DIFFERENCE IN THE HIGH FASHION MODEL AND COMMERCIAL FASHION MODELS

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ABSTRACT

This study aims to examine the differences in body image in high fashion models and fashion commercial models. Respondents in this study were 32 people for the pilot study and 68 people for the field study with an age range of 20-25 years old who work as high fashion models and fashion commercial models. This study uses MBSRQ-AS (The Multidimensional Body-Self Relationship Questionnaire Appearance Scale) by Thomas F. Cash (2000) to measure body image. Data were analyzed using independent t-test technique. The results of the analysis show that there is a difference in the 3 body image's aspects between the high fashion model and the fashion commercial model, which is appearance orientation, overweight preoccupation dan self-classified weight.

Keywords: Body Image, High Fashion Model, Fashion Commercial Model.