PROGRAM STUDI S1 KEPERAWATAN
STIKES PAYUNG NEGERI PEKANBARU

Skripsi, Juli 2022

Dhea Permata Sari
18301046

Pengaruh *K-POP* Terhadap *Body Image* dan *Self-Esteem* Pada Remaja Di Kota Pekanbaru
xii + 39 Halaman + 10 Tabel + 1 Skema + 5 Lampiran

ABSTRAK

Remaja banyak mengikuti idolanya mulai meniru dari perilaku, cara berpakaian, penampilan tubuh hingga *K-POP (korean pop*). Fanatisme terhadap *K-POP* dapat mempengaruhi *body image* dan *self-esteem*. Tujuan penelitian ini adalah untuk mengetahui pengaruh *K-POP* terhadap *body image* dan *self esteem* pada remaja di Kota Pekanbaru. Jenis penelitian ini kuantitatif dengan pendekatan *cross sectional*. Penelitian ini dilakukan pada tanggal 27 Juni-7 Juli 2022. Sampel penelitian ini berjumlah 96 orang remaja. Intrumen penelitian ini menggunakan kuesioner penggemar *K-POP* dengan, *kuesioner body image* dan kuesioner *self-esteem*. Hasil penelitian ini menunjukan dari 96 responden 78,1% berjenis kelamin perempuan, 26,0% memilih grup BTS, 68,8% fanatik *K-POP*, 52,6% memiliki *body image* positif, dan 59,4% memiliki *self-esteem* tinggi. Terdapat pengaruh bermakna antara *K-POP* terhadap *body image* dengan *p value* 0,036 < (a=0,05) sehingga dapat disimpulkan ada pengaruh yang bermakna antara *K-POP* terhadap *body image* dengan nilai *OR* 0,380 dan *K-POP* terhadap *self-esteem* dengan *p value* 0,215 > (a=0,05) maka tidak ada pengaruh yang bermakna antara *K-POP* dengan *self-esteem.* Rekomendasi penelitian selanjutnya agar dapat mengubungkan pengaruh *K-POP* pada terhadap gaya hidup dan motivasi belajar pada remaja

Kata kunci : Remaja, *K-Pop, Body Image, Self Esteem*
Daftar pustaka : 28 Referensi (2014-2021)

STUDY PROGRAM S1 NURSING

STIKES PAYUNG NEGERI PEKANBARU
Thesis, July 2022

Dhea Permata Sari
18301046

The Influence of *K-pop* on *Body Image* and *Self-Esteem* in Teenagers in Pekanbaru City
xii + 39 pages + 10 Tables + 5 Attachments

ABSTRACT

Teenagers often follow their idols, starting to imitate their behavior, how to dress, body appearance to K-POP (Korean pop). Fanaticism towards K-POP can affect body image and self-esteem. The purpose of this study was to determine the effect of K-POP on body image and self-esteem in teenagers in Pekanbaru City. This type of research is quantitative with a cross sectional approach. This research was conducted on 27 June-7 July 2022. The sample of this study amounted to 96 teenagers. The instrument of this study used a questionnaire with K-POP fans, a body image questionnaire and a self-esteem questionnaire. The results of this study showed that from 96 respondents 78.1% were female, 26.0% chose the BTS group, 68.8% were K-POP fanatics, 52.6% had a positive body image, and 59.4% had self-esteem. tall. There is a significant effect between K-POP on body image with p value 0.036 < (a=0.05) so it can be concluded that there is a significant effect between K-POP on body image with an OR value of 0.380 and K-POP on self-esteem with p value 0.215 > (a=0.05) then there is no significant effect between K-POP and self-esteem. Recommendations for further research in order to be able to link the influence of K-POP on lifestyle and learning motivation in teenagers.

Keywords : Teenagers, *K-pop, Body Image, Self-Esteem*

Bibliography : 28 References (2014-2021)