



## Self-Esteem, Body Image, and The Tendency Of Body Dysmorphic Disorder (BDD) in Generation Z

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**Abstract,** *The impact of social media on Generation Z has resulted in the development of self-perception standards based on influencers' appearance. Body dysmorphic disorder (BDD) is characterized by individuals' negative thoughts about their physical appearance. Individuals with positive self-esteem and body image are less likely to experience body-related disorders. This study aims to examine the impact of body image and self-esteem on the tendency of BDD among young adults. The study utilized a quantitative approach, employing a multiple linear regression analysis on data collected from young adults. The findings of the study revealed a significant negative relationship between self-esteem and BDD, indicating that higher self-esteem is associated with lower BDD tendencies. Furthermore, body image was also found to have a significant impact on BDD. The study concludes that both self-esteem and body image play crucial roles in influencing the likelihood of BDD development, with self-esteem having a greater impact. These findings highlight the importance of promoting positive body image and self-esteem in order to mitigate the prevalence of BDD among young adults.*

**Keywords:** *Body dysmorphic disorder, body image, self-esteem*

### 1. INTRODUCTION

Social media has become a popular platform for Generation Z to share their activities or just check other people's posts. Generation Z is the generation born after generation Y between 1995-2010 (Bencsik, Horvath and Juhasz, 2016). Generation Z's use of social media has led to different perceptions and ideas about their bodies and themselves. A survey conducted by the Royal Society for Public Health (RSPH) in the UK found 70% of adolescents aged 14 to 24 felt inferior to their appearance after seeing flawless photos on social media. Perceptions or ideas can arise when looking at perfect influencers and creating idealized standards of beauty that lead to self dissatisfaction and comparing oneself to others. In addition, malicious comments, threats, or fake accounts created for criticism and unfavorable comments can affect self-image.

Body dysmorphic disorder (BDD) is a disorder in which individuals have preoccupations with their physical appearance. This preoccupation causes distress and decreased social functioning (American Psychiatric Association, 2000). BDD generally emerges and appears in adolescence or early adulthood. In line with body changes, self-image begins to form which occurs due to external judgments and internal suggestions (Phillips, 2009). The body becomes an important thing to pay attention to, everyone certainly has an image of a good self-appearance and makes their own standards for their body. Individuals' experiences of their own

bodies may reflect generalisations from viewing other people's bodies, in the form of sensorimotor (Fuentes, Longo & Haggard 2013).

Based on research conducted by Kuck, et al (2021), in individuals with BDD symptoms found individuals with low self-esteem to be an important feature of body dysmorphic disorder especially when unable to control depressive symptoms. Concerns about appearance and self-esteem are in accordance with previous findings regarding the relationship between self-esteem and body image, where self-esteem has an impact on individual perceptions of body image which then has the potential to lead to a tendency to experience BDD.

Self-esteem is referred to as a feeling of self-acceptance self-esteem which can be defined as a form of self-evaluation both positive and negative related to oneself (Rosenberg, 1965). Orth and Robins (2014) found self-esteem increases from adolescence to middle adulthood reaching 50 to 60 years of age and then decreases rapidly until old age. Self-esteem is relatively stable but that does not mean it cannot change, individuals with relatively high self-esteem will last for decades. In addition, high self-esteem prospectively predicts success and well-being in life such as relationships, work and health.

Body image can be defined as when individuals assess or perceive their appearance and body shape either positively or negatively (Cash & Pruzinsky, 2002). Based on research conducted by Tiggemann and McCourt (2013) categorising body image in women into three groups with different ages, namely young adults (18-34 years), middle adults (35-49 years) and elderly (51-75 years) there are significant differences in body appreciation which shows that the oldest age group has a high body appreciation when compared to the two younger groups of women. In addition, research conducted by Fawkner (2012) found that body dissatisfaction is not only in women, but men also experience body dissatisfaction, the culture of the male body is increasingly popular and is a potential target in the advertising of care and diet products making men more aware of their appearance.

Body image is related to a variety of factors including physical, psychological, sociocultural, and interpersonal factors. Body image is one of the important components of an individual's self-concept that can provide individuals to achieve a healthy physical and mental state, the perception of the body not only affects self-concept but also self-esteem. Excessive concern and heavy reliance on body image and self-esteem have a mutually influencing relationship with each other (Nnaemeka & Solomon, 2014). Body image and self-esteem are closely interconnected, individuals who have a negative body image give themselves a lower self-esteem (Kekes, 2015).

Based on the explanation previously described, this study focuses on examining the influence of psychological variables, namely body image and self-esteem on the tendency of Body Dysmorphic Disorder.

## **2. RESEARCH METHODS**

### **Participants**

Participants in this study are gen Z born between 1995-2010 aged 14-17 years and actively using social media.

### **Measurement Tools**

**Self-Esteem.** RSES (Rosenberg Self-Esteem Scale) compiled by Rosenberg (1965). This measuring instrument consists of 10 items using a Likert scale with 4 answer options (Score 4 'Strongly Agree', Score 3 'Agree'. Score 2 'Disagree', Score 1 'Strongly disagree'). After going through the calculation, the reliability is 0.85.

**Body image.** Uses a scale compiled based on Cash and Puzinsky's theory (Seawell, A. H & Danorf Burg, 2005) which consists of 40 items measured using a Likert scale with 4 answer choices (Score 4 'Strongly Agree', Score 3 'Agree'. Score 2 'Disagree', Score 1 'Strongly disagree') with a reliability of 0.93.

**Body Dysmorphic Disorder (BDD).** In this study BDD was measured using the characteristics of BDD proposed by Philips (2009). This scale has 21 items and measures two aspects namely preoccupation and distress. using a Likert scale with five options namely 'Never', 'Rarely', 'Sometimes', 'Often', and 'Always' sample scale item 'I avoid mirrors or taking pictures when I don't like looking at my body parts'.

### **Analysis Technique**

This study used multiple regression test data analysis technique with the help of the SPSS version 24 for windows program. While other descriptive data is presented using percentage calculation

## **3. RESULT AND DISCUSSION**

Related findings can be seen in the demographic data table. Table 1 contains data on gender, age, education, domicile, and social media. Based on the exposure in Table 1, it can be seen that Instagram is the most widely used application because it is a platform for uploading and viewing photos or videos of other users.

**Table1. Demographic Data**

|              |                    | Frequency | Presentase |
|--------------|--------------------|-----------|------------|
| Gender       | Male               | 39        | 37,9%      |
|              | Female             | 46        | 62,1%      |
| Age          | 14-20              | 35        | 34%        |
|              | 21-27              | 68        | 66%        |
| Education    | Jonior High School | 3         | 2,9%       |
|              | Senior High School | 34        | 33%        |
|              | Diploma            | 2         | 2%         |
|              | Bachelor' Degree   | 63        | 61,2%      |
|              | (S1)               |           |            |
|              | Master's Degree    | 1         | 1%         |
| Domicile     | (S2)               |           |            |
|              | DKI Jakarta        | 11        | 10,7%      |
|              | Jawa Barat         | 63        | 61,2%      |
|              | Jawa Tengah        | 3         | 2,9%       |
|              | Jawa Timur         | 1         | 1%         |
|              | Sulawesi Selatan   | 24        | 23,3       |
| Social media | Sumatera           | 1         | 1%         |
|              | Instagram          | 57        | 55,3%      |
|              | Tiktok             | 18        | 17,5%      |
|              | Twitter/X          | 4         | 3,9%       |
|              | WhatsApp           | 23        | 22,3%      |
|              | Telegram           | 1         | 1%         |
| Total        |                    | 103       | 100%       |

**Table 2. Regression Coefficient of Self Esteem, Body Image on Body Dysmorphic Disorder****Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 28.582                      | 2.535      |                           | 11.275 | .000 |
|       | SELFESTEEM | -.921                       | .148       | -.638                     | -6.243 | .000 |

|           |      |      |      |       |      |
|-----------|------|------|------|-------|------|
| BODYIMAGE | .109 | .107 | .104 | 1.013 | .314 |
|-----------|------|------|------|-------|------|

a. Dependent Variable: Y\_BDD

Table 2 shows the regression coefficients of the independent variables on the dependent variable. Self-esteem has a regression coefficient of -0.921 with a p-value = 0.000, which means that self-esteem has a significant effect on the tendency of Body Dysmorphic Disorder. Body image has a regression coefficient of .109 with a p value = 0.314, which means that body image does not significantly affect the tendency of Body Dysmorphic Disorder.

**Table 3 Results of the Regression Test of Self Esteem, Body Image, on Body Dysmorphic Disorder**

| <i>F</i> | <i>sig.</i> | <i>p</i> | <i>R Square</i> |
|----------|-------------|----------|-----------------|
| 25.541   | 0.000       | ≤0.05    | 0.338           |

Table 3 shows the results of the F test (simultaneous test) to see the joint influence of the independent variables on the dependent variable. The F value is 25.541 with a p-value <0.05, which means that together, self-esteem and body image have a significant effect on the tendency of Body Dysmorphic Disorder. The R Square value is 0.338, which means that the independent variables can explain 33.8% of the variation in the dependent variable (Body Dysmorphic Disorder tendency).

This research shows that there is an influence of self esteem with the variable tendency of body dysmorphic disorder. This is in line with previous research conducted by Gracia and Akbar (2019) showing that there is an influence of self esteem on the tendency of body dysmorphic disorder by 20.1%. There are differences in the tendency of body dysmorphic disorder between adolescent boys and girls aged 15-17 years and the highest level of tendency at the age of 16 years and the lowest level of 15 years. This study shows there is a negative influence between self esteem and body dysmorphic disorder. This is supported by research conducted by Indrati & Apriliana (2018) which found that there is a significant negative influence between self esteem and body dysmorphic disorder in college students.

In addition to self esteem, body image is a psychological factor that also affects the tendency of body dysmorphic disorder, as shown in this study body image in generation Z. Body image affects body dysmorphic disorder positively. In a study conducted by Mulyarny & Prastuti (2020), some adolescent girls were found to have low self esteem and body image as well as high body dysmorphic disorder tendencies. There is an influence of self esteem and body image on BDD tendencies with a negative coefficient value, the higher the self esteem

and body image possessed by adolescent girls, it can be predicted that their BDD tendencies will be low and vice versa.

#### 4. CONSLUSION

Regression test results showed that self-esteem had a significant effect on Body Dysmorphic Disorder tendencies, while body image did not have a significant effect. Taken together, self-esteem and body image have a significant effect on Body Dysmorphic Disorder tendencies, with self-esteem making a greater contribution in explaining variations in Body Dysmorphic Disorder tendencies. Self-esteem plays an important role in reducing Body Dysmorphic Disorder tendencies, especially in generation Z. This research provides a deeper understanding of the factors that contribute to Body Dysmorphic Disorder tendencies, and may aid in the development of more effective intervention strategies to help individuals struggling with this disorder.

#### FUTURE RESEACH

For future research, it is suggested that it can include the height and weight of the subject for demographic data. besides using open-ended questions to complete the data regarding the self-description of the subject. In addition, it can use other variables that have not been measured in this study.

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