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BODY IMAGE OF INSTAGRAM USERS IN EARLY ADULTS THAT USING EDITING APPLICATION

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Abstract

Social media Instagram is currently one of the most widely used media by early adulthood. Instagram provides a service to share content in the form of photos and videos. There are peoples who do editing before uploading their photos or videos to Instagram. This turns out to be related to body image or someone's body image. Body Image is the way individuals assess their body image physically. This assessment is based on personal perceptions, input from the environment, and comparisons with others. This research was conducted using qualitative methods. Data were collected by in-depth interviews with five participants. The characteristics of the participants are; 18-24 years old, being an Instagram user for at least 3 years, using Instagram at least 2 hours per day, and doing editing before uploading on Instagram. The results showed that the five participants were less satisfied with their body image. One of the causes of dissatisfied participants is the type of ideal body shape. As a result, participants make various efforts such as diet, exercise, and treatment. Assessment of the environment such as family and friends as well as comparisons with others are also aspects that form the body image of participants. In addition, to achieve the ideal appearance, participants also edited the photos they uploaded to Instagram such as shrinking their arms,

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BODY IMAGE OF INSTAGRAM USERS IN EARLY ADULTS THAT USING EDITING APPLICATION

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ABSTRACT

Social media Instagram is currently one of the most widely used media by early adulthood. Instagram provides a service to share content in the form of photos and videos. There are peoples who do editing before uploading their photos or videos to Instagram. This turns out to be related to body image or someone's body image. Body Image is the way individuals assess their body image physically. This assessment is based on personal perceptions, input from the environment, and comparisons with others. This research was conducted using qualitative methods. Data were collected by in-depth interviews with five participants. The characteristics of the participants are; 18-24 years old, being an Instagram user for at least 3 years, using Instagram at least 2 hours per day, and doing editing before uploading on Instagram. The results showed that the five participants were less satisfied with their body image. One of the causes of dissatisfied participants is the type of ideal body shape. As a result, participants make various efforts such as diet, exercise, and treatment. Assessment of the environment such as family and friends as well as comparisons with others are also aspects that form the body image of participants. In addition, to achieve the ideal appearance, participants also edited the photos they uploaded to Instagram such as shrinking their arms, removing acne scars, and making themselves look taller.

Keywords: Body image, Instagram, Early adulthood, Editing application

1. PREFACE

In recent years the development of the internet is getting faster and more sophisticated. The 21st century is described as the internet era because information from all corners of the world can be obtained easily [1]. Various aspects of life can be accessed with the advancement of the internet such as communication, entertainment, business, and others. With the current progress, it is easy for the community to obtain the latest information [2].

This development was followed by the growth of various new digital media. The hottest digital media today is social media [3]. Social media is a collection of applications that allow users to create and exchange content [4]. According to a Sensor Tower report (2021) there has been a decrease in the number of downloads on the App Store and Google Play compared to last year, but globally TikTok, YouTube, Instagram, WhatsApp, and Facebook are still the most downloaded applications [5].

Social media Instagram is one of the most popular applications today, especially among young adults. According to data Statista.com, until the first quarter of 2021, the number of active Instagram users worldwide reached 1.07 billion. India is the country with the most Instagram users in the world, followed by America, Brazil, and Indonesia with a total of 94 million users. According to Napoleon Cat's report (May, 2021) the number of Instagram users in Indonesia in January 2021 reached 82,320,000, with the largest number in the 18-24 year age group, namely 36.4%. Instagram is an application that is used to share photos and videos. Equipped with various filter and editing features that allow users to freely express themselves through photos and videos.

Advances in social media and the internet seem to affect the way individuals live their daily lives [6]. Continuous use of social media can have an effect on its users [7]. One of the effects of using social media is physical reproach or body shaming. Based on the 2020 ZAP Beauty Index report, around 62% of women in Indonesia have been victims of body shaming. From the respondents who filled out there were various reasons for experiencing body shaming, namely, a body that was considered too fat, acne-prone skin, a chubby face, dark skin color, and was considered to have a body that was too thin [8]. Body shaming occurs a lot in various social media, especially Instagram. As a result, many social media users compare themselves to others. The result of comparing oneself with others is dissatisfaction with oneself, be it body image or appearance [9].

According to Thompson [10] individual body image is described from how far individuals are satisfied with body parts and their physical appearance. Thompson also suggests that body image consists of four aspects, namely the reactions of others, comparisons with others, individual roles and identification with others. Meanwhile, according to [11] body image is the way a person views and treats himself based on the assessment of himself and others. Cash and Purzinsky describe five aspects of body image, namely evaluation of appearance, appearance orientation, satisfaction with body parts, anxiety about being fat, and body size categorization. It can be concluded that body image is the way individuals perceive and treat their appearance based on self-assessment and the environment.

Most users criticize someone with the excuse of just joking, but there is a negative impact on the victim. Many people victims of body shaming experience anxiety, lack of confidence, shy, and even end their lives [8]. The impact of body shaming does not only occur for a moment for the victim, but is prolonged. This can prevent victims from expressing themselves and developing. Given the many negative impacts of victims who experience body shaming, this research was conducted.

A study conducted by [12] on 18 women aged 19-22 years regarding adolescent decision making to upload photos. Participants were interviewed about their experiences in taking and uploading selfie photos on social media. This study uses social media Facebook and Instagram as a comparison medium. The results of the study, there are some participants who prefer to take selfies rather than full self-portraits because they are not satisfied with their body shape, there are also participants who prefer to take photos with other people rather than alone so that they do not become the main focus, when taking pictures there are body parts that are covered, exposed body part will be deleted and edited, and participants only upload the best photos among the many photos taken [12].

The results of the meta-analysis of experiments and correlation studies conducted by [13], results in the negative effect of social media on individual body dissatisfaction, increased investment in appearance, and eating disorders. Social media users want to show an ideal self-image in the eyes of their peers and that is one of the consequences of using social media [14]. A recent study conducted by Maharani et al., (2020) regarding the role of photo editing on Instagram on the body image of adolescent girls. Interviews were conducted on 4 teenage girls in Yogyakarta, aged 12-18 years, who on average stated that they lacked confidence as a reason for editing. Participants have a character who is considered to have an ideal body and is used as a role model. This gives rise to feelings of insecurity from the participants.

The various studies described above show that social media, especially Instagram, has an influence on a person's view of their body image. Research on the effect of using social media on aspects of body image still requires in-depth study [9]. This research was carried out by considering the lack of findings from previous studies that linked the use of Instagram with body image and the role of editing applications. Thus, researchers are interested in conducting research with the title of body image description on early adult Instagram users who use editing applications.

Our Contribution
Theoretically, this research was conducted to find a picture of the body image of Instagram users in early adulthood who use editing applications. It is hoped that this research can contribute to the development of clinical psychology, where body image is related to individual psychology. Furthermore, it is related to social psychology, namely the environment as one of the aspects that affect an individual's body image. Finally, the results of this study are expected to be a reference and reference for further related studies.

Paper Structure
The rest of the paper is organized as follows. Section 2 introduces the body image, Instagram, editing application, and early adulthood. In the section 3, we explain about the methods of rhis research. The findings of this study are discussed in Section 4. Section 5 concludes the paper and presents direction for future research.

2. RESEARCH METHOD
Body Image

Thompson [10] defines body image, namely how far individuals are satisfied with body parts and their physical appearance. There are various factors that affect body image. First factor is perception, which relates to the assessment or estimate of a person's body size. A person's feeling of satisfaction or not in assessing certain body parts is related to this component. A person's negative view or dissatisfaction with his body shape is called body dissatisfaction. Second is development, which relates to experiences in childhood and adolescence on matters relating to current body image, especially during puberty and secondary sexual development related to important events in body image. The third factor is sociocultural, which relates to good and bad public judgments, including beauty. Trends that apply in society affect a person's body image.

Thompson (2000) states that there are 3 aspects of body image, perception, comparison with others, and socio-cultural. Perceptual aspects include individual thoughts on body parts and overall appearance. From this assessment, the individual will make efforts to take care of himself. Similarly, the evaluation of appearance according to Cash and Pruzinsky [11] is an assessment of the body, feelings of attractiveness or unattractiveness, comfort to the overall appearance. The next aspect is the sosiocultural, related to community assessment. This also includes the trend of the ideal body shape. A person can consider the reaction to himself, whether it's a good or bad judgment. Finally, the aspect of comparison with others, the existence of an ideal body shape makes individuals compare themselves with others. Individuals tend to compare themselves with peers and artists who have an ideal body image [12]. The result of comparing body shape with other people has the potential to create dissatisfaction with oneself or called body dissatisfaction.

Instagram

Social media is currently the most used service with search engines, data is generated from web 2.0 activity [15]. Social media is a medium on the internet that is used by users to express themselves, communicate, and collaborate with other users virtually [16]. There are various types of social media, each application offers different functions and services according to its purpose [17]. Describe several definitions of social media according to its purpose, including socializing with friends and family, looking for a partner, interacting with companies, looking for work, business needs, and research needs.

Instagram, commonly abbreviated as IG or Insta, is an application that has many features, including taking photos and videos, giving effects, using filters, and sharing content on social networks. In the Instagram application there are terms, namely follower is a user who follows an account, following or followers, tagging is done if the user wants to mark another account in content, like or like for content belonging to other users, and much more. Instagram also has a blue tick feature, a feature that is only owned by users who have influence or are important people.

Every user has their own purpose in using Instagram. [18] Abbot et al explained that the purpose of someone using Instagram is to capture the moment, express, share interests, and communicate. Capture the moment, when individuals travel to a place or just celebrate a special day. Uploading photos or videos to Instagram is usually done to save memories, users usually also add a short description of the uploaded photo or video. Expression is a very natural thing to be felt by living things. This can be a way to release the emotions that someone is experiencing. Further sharing interests, Instagram has various types of user-generated content. Users are very allowed to upload things they like. Not a few individuals meet new friends through Instagram who started from the same hobby. Communication, Instagram has a Direct Message (DM) feature, users can interact with other people freely. Instagram users can socialize with close relatives and friends. This is done to maintain good relations and communication. Not only with users who follow, users can communicate with people they like such as artists or other important figures.

Editing Application
The use of editing applications is closely related to taking photos and social media. According to the Big Indonesian Dictionary (KBBI), application is the use or application. While editing comes from the basic word edit according to the KBBI is the process, method, act of editing.

The use of social media makes a person dissatisfied with his physical appearance, but photo editing helps individuals become more confident [19]. According to Xiao [20] editing has become one of the processes that must be done before being uploaded to social media. People with high self-objectivity will take a third-person perspective, view themselves as valuable objects, and focus on how they look in public, rather than inner feelings from a first-person perspective [21].

According to Chua & Chang [22], there are several factors that cause individuals to edit their photos before uploading them. First, comparisons with others, individuals have a tendency to compare themselves with their peers [15]. Furthermore, individuals will compare themselves with the ideal body shape based on standards on social media. Then the individual will start editing until they reach the ideal body standard, such as white skin, thin face shape, and thin skin. Second, feedback from peers, is also the reason someone does editing on their photos. This is like the number of likes and comments received from photos uploaded on social media. Peer evaluation and feedback serve as a guide for photo editing [22].

Early Adulthood

Psychology focuses on humans as the main object [23]. Humans are living beings who continue to experience development and growth both physically, cognitively, and emotionally. In the book Papalia E. Diane (2021), Erik Erikson describes human development as influenced by the environment and culture as a process that forms the ego or self. Erikson divided human development into eight stages, each stage balanced by negative and positive tendencies. Erikson also added that the success of each stage will affect the next stage. Papalia E. Diane (2021) classifies early adult individuals with an age range of 20-40 years. Erikson classified early adulthood in the stages of identity versus identity confusion and intimacy versus isolation. The stage of identity versus identity confusion is a time when individuals are looking for identity or self-knowledge. At this stage, individuals will learn from their own experiences and those of others.

Arnet (2006, in Papalia, 2021) classifies the criteria for humans to be called adults into three, namely, (1) accepting responsibility for oneself, (2) making decisions, and (3) being financially independent. John Dewey (1990, in Papalia, 2021) suggests reflective thinking, namely thinking that is active, firm, and considerate in trusting information. Another figure in 1970 suggested postformal thought, namely a complex and abstract way of thinking. Thus, young adult individuals are able to manage information carefully before doing something.

3. RESULT AND DISCUSSION

In this study, the sampling technique that being used is purposive sampling. Purposive sampling technique is commonly used for qualitative research, participants must meet the characteristics according to research [24]. There are several special characteristics required of the subjects, namely: (a) aged 18-24 years; (b) have an Instagram account for at least 3 years; (c) use Instagram more than 2 hours a day; (d) editing the uploaded content. The researcher ensured that the selected subjects matched the characteristics of the study by means of screening. There are five participants who meet the characteristics.

This research conducted with a qualitative method. Qualitative method serves as a tool to investigate a phenomenon in depth [25]. This study uses a qualitative method with the aim of understanding in depth from the subject's perspective regarding body image or body image on Instagram users who use editing applications. Interviews were conducted online using the Zoom and WhatsApp platforms. After obtaining data from the interview process with the subject, all records were stored. Then compiled into verbatim transcripts followed by the process of grouping categories and subcategories of themes in the coding table. The data that has been entered into the coding table is grouped again to be more specific according to the theory. Then began to do the analysis into the tabulation of themes. The tabulation of themes contains a description of the results of the interviews associated with the aspects or dimensions that become the benchmark in the study.

4. CONCLUSIONS AND RECOMMENDATIONS

The results showed that the five participants were less satisfied with their body image. One of the causes of dissatisfaction participants is the type of ideal body shape. As a result, participants make various efforts such as diet, exercise, and treatment. Assessment of the environment such

as family and friends as well as comparisons with others are also aspects that form the body image of participants. According to Mingoia [26] social media often displays images that are equally idealized, edited, and posed as those in magazines and billboards. Because of this, users tend to find the flow of other people's images unrealistic, which can lead to social comparisons that result in feelings of body dissatisfaction.

The five participants are currently actively uploading content on Instagram and making it a side job. According to Panjrath & Tiwari [27] there are currently many emerging fashion influencers or fashion bloggers who use social media platforms such as Instagram to create career platforms. They have a large following as a result of creating fashion-related content and have the power to influence audience decision-making. Although these influencers aim to be a source of inspiration, there is research showing that these influencers also lead to the development of feelings of envy, social comparison.

However, three from five partisipants stated that they still envied other people's more ideal appearances on Instagram. According to Grogan et al [12], individuals compare themselves with others because of their ideal body shape. The result of comparing body shape with other people has the potential to create dissatisfaction with oneself or called body dissatisfaction. It is stated by Williamson & Karazsia [28] that exposure to images of models that focus on appearance that depicts society's beauty standards negatively affects body dissatisfaction.

Based on the ideal body standards of each participant, they make various efforts to achieve it. All five participants went on a diet by adjusting the portion of food, exercising, and doing facial treatments. But there is one participant once tried the wrong way, which was to vomit back the food that had been consumed. According to Panjrath & Tiwari [27] exposure to the ideal body leads to low confidence in people causing low self-esteem, low self-esteem, social anxiety, diet and eating disorders. This behavior occurred when participant was in high school. That's when teenagers are going through puberty, exploration in various ways including the ideal body shape.

In addition to making several efforts to achieve the ideal appearance, the five participants also did editing before uploading content on Instagram. The five participants felt less confident about uploading photos before they were edited first. According to Maharani et al [29] one of the reasons someone uploads an edited photo is because of a lack of self-esteem and satisfaction with their physical appearance. In accordance with the five participants of this study, that they are less satisfied with their physical appearance. Usually four from five partisipants edit the skin to make it look smooth, the skin color to look brighter, and the cheeks to look thinner.

5. CONCLUSION

Based on the data obtained from the entire series of interviews with the five participants, conclusions can be drawn. The five participants were less satisfied with their appearance. The five participants mentioned some parts of the body that they still felt unsatisfied with, such as the thighs, arms, cheeks, and nose. This feeling of dissatisfaction made the five participants make efforts to take care of their physique by means of diet, exercise, using skincare, and taking care of a beauty doctor. The five participants also felt worried if they gained weight. Furthermore, the five participants had compared themselves to people around them such as colleagues, friends, and even strangers on Instagram. When comparing their appearance with others, all five participants became envious and less satisfied with their appearance.

The five participants are currently actively using Instagram as a medium to promote themselves. The five participants got jobs and earned extra pocket money from their work as models and content creators. With the goal of personal branding, the five participants had criteria such as lighting and ideal physical appearance for the content they would upload. To make their appearance more ideal, the five participants edited the photos and videos they uploaded. The five participants felt less confident and uncomfortable when uploading photos without editing them first.

For further research, researchers can examine from the point of view of industrial psychology regarding the influence of job demands on Instagram with editing activities so that the appearance is perfect. If this research can be re-examined by increasing the number of participants and adding male participants. It is necessary to consider face-to-face data collection so that interviews and observations can run optimally.

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