

Relationship Of Social Media To Beauty Insecurity In Generation Z Women

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ABSTRACT

Purpose: this study was to determine the relationship of social media to beauty insecurity in generation z women. **Methods :** The method is quantitative, with a cross-sectional approach, data collection using a questionnaire distributed through Google form. Participants in this study amounted to 50 respondents. This research was conducted in March 2022. **Results:** the results of the study, out of 50 respondents who do not actively use social media, only 3 people (6%) had a positive impact. While active users of social media are 47 people (94%) with 16 people (32%) getting a positive impact from beauty insecurity and 31 people (62%) getting a negative impact from beauty insecurity. The most widely used social media is WhatsApp as many as 50 people (100%) while the least used is Facebook as many as 26 people (52%). It can be seen that the majority of women from generation z are active users of social media as many as 47 people (94%). Of the 50 respondents with the highest score, 38 (76%) felt the negative impact of beauty insecurity and the results of the Chi-Square statistical test obtained -value (0.003) < value (0.05). **Conclusion:** The conclusion of this study is that the highest frequency of the negative impact of beauty insecurity is 38 respondents with 76%. The social media with the highest frequency is WhatsApp with 100%. Thus, there is a significant relationship between social media and beauty insecurity in generation z women by obtaining a value (0.003).

Key words: Social Media, Beauty Insecurity, Z Generation

Introduction

Development of information technology today can bring changes to society. The birth of social media can change people's behavior patterns both culturally, ethically and in prevailing norms, the majority of the Indonesian population with various ethnic, racial and religious cultures have great potential for social change from various backgrounds and ages, the majority of Indonesian people own and use media to obtain and convey information to the public.

Taken from Kompas Media news portal, the International Telecommunication Union (ITU) report states that the number of internet users in the world could reach 3.9 billion, equal to more than half of the world's population. Likewise with Indonesia, the total internet users in Indonesia in January 2021 were able to reach more than 202.6 million people or around 73.7% of the total population and this is because some activities are carried out online. The most popular social media in Indonesia YouTube reaches 94%, followed by WhatsApp and Instagram (beritasatu.com). And when the pandemic started, Tiktok became the most popular social media among teenagers and early adults (Harahap & Adeni, 2020).

Social media is an online medium where users can easily interact, participate, share and create content, collaborative project websites, blogs and microblogs, social networking sites, virtual game worlds and virtual social worlds. The positive impacts of social media include making it easier for someone to get relevant information, while the negative impact of social media itself is that it can distance people who were close to them and vice versa, face to face interactions are decreasing, so that it can make someone addicted. on the internet, so that it can lead to conflicts of privacy issues, whether it's the bad influence itself.

One of the users of social media is Generation Z, people who are categorized as Generation Z were born in 1995 to 2010 (Zis et al., 2021). The results of the Population Census in 2020 show that the Indonesian population is dominated by Generation Z. The total generation Z is 74.93 million or 27.94% of the total population of Indonesia. Generation Z itself has a meaning as a pioneer generation which has been exposed to technology from an early age. This technology can be in the form of computers or other electronic media such as cellular phones or smartphones, internet networks, or social media applications. Generation Z is also often referred to as a digital native because they were brought up by the social web, they are also always centered on digital and technology as their identity. Born and raised along with advances in the digital world make Gen Z different from previous generations (Firamadhina & Krisnani, 2021). They are a generation of pioneers who have never once spent their lives without the internet, cell phones or smartphones, or computers every day (Nuzulita et al., 2018). Gen z spends their free time surfing the web, preferring to stay indoors and play online rather than having to go out and play outdoors (Zis et al., 2021).

Social media is one of the most important contributors to a person's mental, emotional, physical and spiritual health. With the media constantly portraying comparisons of beauty and ideal body image, men's and women's beauty choices are influenced by the world. With that social media can show how self-presentation and mutual influence of peers will be with beauty standards (Ivalnoval et al., 2016). Media images of ideal beauty standards influence the content and share of women post images, individuals are constantly seeking feedback from social networking sites through likes, comments and followers to uphold their perfect and stable self-confidence. Women are vulnerable to upward comparisons because it means they need to improve their beauty standards, so that this has an impact on their dissatisfaction with physical fitness, has doubts about self-esteem and also it encourages them to behave in self-harm (Ivalnoval et al. all., 2016). This started because the blow-up media, which always shows a female figure, has a "stigma" of beauty standards (Lamongan et al., 2021).

The latest styles of makeup, skincare and beauty brands are indeed trending. Algalr can adapt to frequent changes and changes that occur in a person who requires many ups and downs, and fashion trends are dynamic, always changing from street to street (Lestalri, 2020). With traffic trends, trends slow down, are always changing, thus triggering a consumptive lifestyle (Tyalswalral et al., 2017). Have consumptive behavior when you want to buy various types of aluminum foil to support performance. Consumptive itself is a wasteful individual behavior because buying something is not based on their needs but their own desires (Alsmital, Dolal Erialnjeni, 2019).

The term insecurity refers to the insecure equivalent of "deep and secure". If interpreted, insecure means insecurity or a mental condition that can cause psychological disorders (Londa, 2021). Insecurity is a feeling of insecurity that usually arises when you feel guilty, feel deprived, and feel unable to do something (Meliana et al., 2021). Reported from halodoc.com by dr. Rizal Fadli, low self-esteem is one of the effects of insecurity. Prolonged feelings of insecurity can have an impact on mental health, such as depression, low self-esteem, and anxiety, as well as being a factor in eating disorders and substance use disorders (Jayanti, 2021). The bias-education.com page contains the article Insecurity is distrust of oneself and relationships with others (Oxford Dictionary).

Not all Muslims are always given taufik by Allah SWT, we may even feel insecure about our beauty or physical condition as long as we are able to always apply "DUI" (Prayer, Effort, Endeavor and ending with Tawakal) and accompanied by gratitude . for all circumstances (Izazy , n.d.). Why is that ? because Allah SWT has answered it in the Qur'an.

As in the Al-Qur'an Surah At-Tin verse 4

لَقَدْ خَلَقْنَا الْإِنْسَانَ فِيَّ أَحْسَنَ تَقْوِيمٍ

Meaning: "Indeed, We have created man in the best form."

Also listed in Hadith Season No. 4651

إِنَّ اللَّهَ لَا يَنْظُرُ إِلَى صُورِكُمْ وَأَمْوَالِكُمْ وَلَكِنْ يَنْظُرُ إِلَى قُلُوبِكُمْ وَأَعْمَالِكُمْ

Meaning: "Indeed, Allah does not look at your forms and possessions, but Allah only looks at your hearts and your deeds."

Based on the holy verses of the Qur'an and the hadith above, it is explained that Allah SWT has created His servants (humans) with a perfect physical form compared to other creatures. The perfection that Allah SWT gives should always be grateful for and guarded by every human being, including maintaining the beauty that Allah has entrusted.

The affirmation of Allah SWT in the argument of the Al-Qur'an surah At-Tin verse 4 that He created perfection (the best form) is not immediately obtained by all human beings, this perfection will only be obtained if this (perfection) is maintained and grow. Because it is clear from Muslim Hadith Number 4651 that Allah SWT does not look at physical perfection but at our hearts and deeds.

According to data from the BPS (Central Statistics Agency) for the City of Tasikmalaya which states that the increase in the number of internet users has skyrocketed in 2020, as well as social media users. By playing social media, individuals can be connected globally so that they can access various content from other countries that tend to have different cultures. So it can be one of the factors driving the virality of beauty standards.

Media use in Tasikmalaya City is quite high, in 2020 53.12% of the population of Talsikmalaya City use the internet where 47.59% of 53.12% are social media users. The rise of beauty clinics, skincare and make-up stores in Tasikmalaya City means that beauty is one

of the focuses of attention for women who are affected by beauty standards, not all women have existing beauty standards so that this will trigger feelings of insecurity.

Based on the background above, the researcher is interested in taking the title Relationship Social Media Against Beauty Insecurity in Women General Z.

Methods

The method in this study is quantitative, using a cross-sectional approach and collecting data using a questionnaire distributed through the Google form. Participants in this study amounted to 50 respondents.

This research was conducted in March 2022. Based on research results that out of 50 respondents who did not actively use social media, only 3 people (6%) had a positive impact. While there are 47 people (94%) who are active social media users with 16 people (32%) getting a positive impact from beauty insecurity and 31 people (62%) getting a negative impact from beauty insecurity. The most used social media is WhatsApp with 50 people (100%) while the least used is Facebook with 26 people (52%). It can be seen that the majority of generation z women are active users of social media as many as 47 people (94%). Of the 50 respondents with the highest score, 38 (76%) experienced the negative impact of beauty insecurity and the Chi-Square statistical test results obtained a p -value ($0.003 < \alpha$ value 0.05).

Results

Based on the results carried out in the area of Rw. 17 Kelurahan Kahuripan, Tawang District, to 50 respondents, the following research results were obtained:

Table 1. Respondent Frequency Distribution

No	Birth	Frequency	(%)
1	1995 – 1999	15	30
2	2000 – 2004	16	32
3	2005 – 2010	19	38
Total		50	100

It can be seen that the highest frequency of respondent characteristics based on the age cohort was in the year of birth 2005 – 2010 with 19 people with 38%, or more specifically the highest frequency was in the year of birth 1998, 1999, 2003 and 2006 with 5 people each (10 %).

Table 2. The most Generation z women use social media.

No	Social Media	Frequency	(%)
1	Youtube	48	96
2	WhatsAlpp	50	100
3	Instalgralm	48	96
4	Falcebook	26	52
5	Tiktok	43	86

Table 3. Generation Z women use social media.

No	Social Media Use	F	%
1	Active	47	94
2	Non Active	3	6
Total		50	100

Tabel 4. Generation Z Women Who Feel Beauty Insecurity

No	Beauty Insecurity	F	%
1	Positive	12	24
2	Negative	38	76
Total		50	100

Table 5. Chi-square test to see the relationship between the use of social media and beauty insecurity in generation Z women.

Social Media Use	Beauty Insecurity				Total		<i>p Value</i>
	Positive		Negative		F	%	
	F	%	F	%			
Active	9	18 %	38	76 %	47	94 %	0,003
Not Active	3	6 %	0	0 %	3	6 %	
Jumlah	12	24 %	38	76 %	50	100	

Discussion

1. Description of the Use of Social Media in Generation Z Women

That of the 50 respondents who had the highest frequency of actively playing social media, namely women of the z generation born in 1998, 1999, 2003 and 2006, 5 people each (10%), the social media with the highest frequency was WhatsApp with 100%, on for the 2nd position, namely Instagram and Youtube, for the 3rd position there is Tiktok and for the last position there is Facebook.

(Saputra, 2019) entitled Survey on Social Media Use Among Students in Padang City Using the Uses and Gratification Theory suggests that among the social media Youtube, Instagram, Tiktok, Facebook and WhatsApp with the lowest frequency or the least used, namely Facebook.

This research is in line with research (Mtsweni et al., 2020) with the title Loneliness and Addiction to Social Media in Teenagers which shows as many as 102 respondents who chose Facebook as a social media that was actively used by only 15 people with a percentage of 14.7%. study (Saputra, 2019) dengan judul Survei Penggunaan Media Sosial Dikalangan Mahasiswa Kota Padang Menggunakan Teori *Uses And Gratification* juga dengan responden berasal dari 3 perguruan tinggi negeri di Kota Padang menyatakan bahwa perempuan lebih dominan menggunakan media sosial *WhatsApp* serta *Facebook* merupakan *platform* media sosial yang paling rendah jika dibandingkan dengan *WhatsApp*, Youtube, Instagram dan Tiktok. Berdasarkan pada portal berita CNN Indonesia memuat laporan dari eMarketer bahwa pada tahun 2017 di Amerika pengguna muda (12 – 17 tahun) *Facebook* hanya mengunjungi akun mereka 1 bulan sekali, hal tersebut pun diperkuat kembali dengan hasil penelitian yang dilakukan oleh *Pew Research Center* bahwa pengguna muda (18- 29 tahun) *Facebook* sudah menghapus aplikasi tersebut dari *smartphone* mereka. Pengguna muda tersebut telah hijrah pada aplikasi lainnya, seperti Instagram dan juga Tiktok, hal tersebut dikarenakan bahwa aplikasi lainnya mampu memberikan beberapa fitur yang dapat menarik pengguna muda, salah satu fitur menarik tersebut seperti fitur *story*.

Research with the title Survey on the Use of Social Media Among Students in the City of Padang Using the Uses and Gratification Theory according to (Saputra, 2019) It can be seen from the category of utilization that WhatsApp is used as a means of communication, both in the form of messages, voice and video. Facebook is used for social interaction or as a venue for friendship, besides that as a place to search for information. Meanwhile, Youtube and Instagram as well as Tiktok are widely used for entertainment and a place to find information. Therefore young users more often use other applications compared to Facebook.

WhatsApp is the dominant social media actively used because it can become a learning space during a pandemic, where the majority of Generation Z are still students and students, where this requires a platform that can support online learning. Based on research (Azizah, 2021) with the title Utilization of WhatsApp Social Media as a Class VIII Fiqih Learning Room at MTS Darus Sholochin Malang City stated that the advantage that WhatsApp can provide is that it can be used as an effective learning space because of course it saves internet quota, it is not complicated to use prayers and is commonly used. In addition, according to research (Hidayati, 2021) entitled The Effectiveness of Utilizing Whatsapp Group Media in Online Learning Thematic Subjects Theme 8 for Grade 6 Students at MI Roudotu Mutal'alim Kawistowindu Sat Sampeyan Gresik stated that WhatsApp can create learning group chats so that it can facilitate the learning process such as the information provided arrives quickly , group members can open material money that has been provided

starting from learning videos to material contained in ppt. Thus learning activities can be more effective because the teacher does not have to convey this information to individuals one by one and the material provided by the teacher can be accessed or reopened as often as possible by students. So in other words WhatsApp is really needed during a pandemic when conducting online learning, such as research entitled Use of the Whatsapp Application in Online Learning in Class IV SDN 61 South Bengkulu conducted by (L. Wahyuni, 2021) In addition to the convenience felt by teachers and students, this can also make it easier for parents to supervise children when learning to use smartphones because it cannot be denied that many students ignore the learning process by having fun communicating with other friends. Apart from that, according to (Savila et al., 2021) with the research title Implementation of Social Media in Increasing Marketing and Sales of Cosmetic Beauty Care Products Wonogiri pointed out that WhatsApp can also be a platform for promoting sales of beauty care cosmetic products by increasing customer confidence in products and being able to make it easier for owners or owners of beauty care to find out consumer satisfaction or complaints so that can improve services and products themselves. According to research (Pangestika, 2018) which with the title The Effect of Using WhatsApp Social Media on the Dissemination of Learning Information at SMA Negeri 5 Depok shows that WhatsApp is one of the social media with various features that can be used as a means to disseminate learning information including Group Chat, photos, videos, voice messages, and documents with that WhatsApp is able to facilitate users to communicate with family and friends, spread informality in the form of announcements to be able to share study material. Therefore, WhatsApp is the social media that has the most users because the basic communication via online is the easiest and easiest.

2. Description of Beauty Insecurity in Generation Z Women

The results of this study indicate that women of the z generation who experience insecure about beauty can be seen from the 50 respondents with the highest score, namely by feeling a negative impact as much as 38 (76%).

Based on research (Pancarani, 2021) entitled The Influence of Social Media on Feelings of Insecurity and Confidence in Adolescents, it was stated that 110 teenagers (ages 17-20 years) with a result of 50% of the total respondents indicated that they felt insecure about themselves because of their physical beauty and other things. This is supported by the use of social media which is the biggest factor affecting the level of insecurity. Research conducted by (Prahmadhani, 2007) entitled Perceptions of Early Adult Women Users of Skin Care Products About Beauty defines that physical beauty includes the face, body and skin. The majority of physical beauty that is most desirable and considered important is having curved eyebrows, red lips with medium shape, long eyelashes and curls, straight hair, round eyes with brown pupils, oval face, slim body, has a height of about 150 - 170 cm, medium bust, well-defined calves, supported by having smooth, acne-free and bright-toned skin. In other words, the physical beauty that is considered the most important is the face, because if you look at the description, the face is mentioned the most.

According to research (Irza, 2021) entitled Self-Concept of Beautiful Women on Instagram, it shows that one of the causes of insecure about beauty is due to playing social media (Instagram). Where in every social media there will definitely be trends that all users seem to have to follow, now trends are the benchmark for beauty standards. Where one example is to produce good photos that require someone to edit before uploading, this is because if you don't follow existing trends you will definitely get different feedback. This study reinforces research conducted by (Pancarani, 2021) entitled The Effect of Social Media on Adolescents' Insecure and Confidence.

In research (Rizkiyah & Apsari, 2020) entitled Women's Coping Strategies for Standardization of Beauty in Society, it is stated that the existence of standardization that occurs among women can result in certain groups becoming marginalized because they do not have or do not comply with the standards that have been constructed in their environment. . This is confirmed by research (Taoreh, 2016) entitled The Impact of Acne on Facial Skin on Self-Confidence in the Field of Offerings. an impact caused by beauty standards. In other words, why do women both consciously and unconsciously agree with these beauty standards? Because according to the book (P. Wahyuni et al., 2021) with the title Women: Women in Media Volume 1, there is a stereotype that says "Social justice for the people is good looking only." good looking there means a beautiful face (beauty standard), in other words, women hope for acceptance or acceptance from the surrounding environment in order to avoid or no longer experience this discriminatory treatment. Women who feel that they do not have a standard of beauty in themselves will easily hate themselves for not being able to appear in accordance with the characteristics of existing women, especially as shown in the media which seems perfect.

3. Chi-Square Test Regarding the Relationship between Social Media Use and Insecurity in the Beauty of Generation Z Women

To find out the relationship of social media to beauty insecurity in generation z women in RW. 17 Kahuripan Village, Tawang District, Tasikmalaya City was carried out using the Chi-Square test analysis with a significance level of 95%. In this study, a p-value of 0.003 ($p < 0.05$) was obtained, meaning that there is a relationship between social media and beauty insecurity in Generation Z women in RW. 17 Kahuripan Village, Tawang District, Tasikmalaya City. This research is in line with (Pancarani) with the title The Influence of Social Media on Insecurity and Self-Confidence in Adolescents, which states that almost more than 50% of respondents who answered questions indicated that they felt insecure about themselves, then physical and social media were also the biggest factors affect the level of insecurity.

Conclusions

The average use of social media with the highest frequency by women of generation Z is WhatsApp with 100% and the lowest frequency is Facebook with 52%. The highest frequency of using social media for beauty insecurity is the negative impact of 38 respondents with 76%. There is a significant relationship between social media and beauty insecurity in Generation Z women with a pvalue (0.003).

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