The Power of Beauty filters: How Does It Impacts Body Image?

Zurrotin Nabila[1), Lailatul Muarofah Hanim[*,2)]

[1,2]Psychology Departement, Trunojoyo University of Madura, Indonesia
*Email Author Correspondence: 200541100006@trunojoyo.ac.id[1]

Abstract. Increasingly unrealistic beauty standards will result in the way a person and others view their bodies. This study aims to see the effect of the intensity of using beauty filters on body image in early adult Instagram users. This research was conducted on 275 women aged 18-25 years. The analysis used was simple linear regression test with the help of IBM SPSS Version 25 for Windows. The results showed a value of F = 5.530 with a significance of 0.019, meaning that there is a significant effect of the intensity of the use of Instagram beauty filters on body image.

Keywords: Beauty Standards, Instagram Beauty Filters, Body Image

I.INTRODUCTION

Early adulthood is a time of changing interests, one of which is personal interest, one of which is related to appearance. As individuals grow up, men and women have learned to accept physical changes and have known how to take advantage of them. Individuals who enter early adulthood assume that having an attractive and ideal body will support individuals to get a better romantic and work life, so individuals at this age will try to meet and obtain ideal body standards[1] The need to look attractive is relatively greater for women. This is in accordance with the results of a survey conducted by Zahfaniar of 82 female students in Makassar city aged 18 to 25 years. Obtained data as much as 67% claimed not to feel they had an attractive appearance, body shape, and face[2] Over time, the beauty ideal has varied and changed according to the aesthetic standards of a certain period of time and most women have tried to change themselves to meet this ideal image [3] This increasingly unrealistic standard of beauty will result in the way a person views their body or known as body image.

Body image is an individual's assessment of the shape and size of their body, individuals perceive and provide an assessment of what they think and feel about the size and shape of their body, as well as how other people assess the individual concerned[4] Women more often experience body image problems. Women tend to pay attention to their body image, and also women's attitudes towards their appearance will affect the assessment of their body shape, causing a sense of satisfaction or dissatisfaction with their body image [5] There are various factors that can affect body image, namely mass media, gender, and interpersonal relationships. One of the factors that influence body image is mass media[4]. A study says that early adult women who have a dependence on using social media can affect body-related perceptions. Social media is all about putting your best face forward, whether through selfies or other photos[6] One of the popular social media that is widely used is Instagram, which offers many features to edit photos or videos that make photos or videos look unrealistic so as to cause excessive beauty effects[7]commonly known as beauty filters.

Filters or beauty filters are color and light changing features that can be used when taking selfies or swavidio, so that users no longer need to touch up to look beautiful and charming[8]Beauty filters have become a mainstay feature in various photo editing applications or social media, one of which is Instagram. Based on an initial survey conducted by the author on 159 respondents obtained randomly. As many as 91.2% or 145 of them stated that they had used beauty filters. In a study obtained information that filters on Instagram can beautify so that they can increase self-confidence[9] In line with the results of an initial survey conducted by the author on 159 respondents obtained randomly, the results were 41.4% or 60 people stated that they used beauty filters to be confident when uploading photos or videos on social media. Furthermore, based on an initial survey conducted by the author, 51.7% or 75 people out of 159 chose to use beauty filters to look attractive on social media when uploading their photos or videos.

The use of beauty filters is indeed able to make individuals look more attractive and even increase confidence in their appearance on social media. However, using beauty filters too often can be detrimental to users because they are filled with high expectations of their appearance, as a result users will feel dissatisfied with their original appearance and will compare themselves with themselves when using beauty filters.[10] The desire to look attractive, one of which is caused by feelings of dissatisfaction and the way a person views themselves related to body image [11]Therefore, the desire to look attractive can make someone want to use beauty filters. Although filtering photos may have adverse psychological effects for some people, it seems that photo filters are here to stay[8]. The effect felt by users of beauty filters indicates the power and impact of beauty filters, making them more intense in using the beauty filters. Intensity is an effort made by individuals in carrying out certain activities[12]Tubb and Moss say intensity can be measured based on the frequency and duration of social media use. Frequency is how often individuals use social media [13]The duration is related to how long individuals use social media in this case beauty filters. There is a similarity in the initial survey conducted by the

author, obtained data related to the frequency of using beauty filters. As many as 44.1% of respondents stated, using beauty filters when uploading photos or videos on social media with a frequency of sometimes. Then with a frequency of often as much as 37.9% and a frequency of always as much as 17.9%. It can be concluded that there is indeed an intensity in the use of beauty filters that allows it to influence its users either positively or negatively.

Thus, social media can provide a picture of an attractive and beautiful appearance coupled with technological advances that produce sophisticated features such as beauty filters that increasingly provide a beautiful picture that is desired and needed by early adult women. This can affect the way individuals view their actual physical condition.

II. METHOD

In this study, the method used is quantitative research method. The population in this study were early adult female users of Instagram beauty filters. However, the exact number of the population is not known. The sampling technique used was purposive sampling. The number of samples used in this study were 275 respondents aged 18-25 years, female and had used Instagram beauty filters. Data collection was carried out by distributing questionnaires. In this study using a Likert scale, namely the Intensity scale and body image. The hypothesis test used is simple linear regression.

III. RESULTS AND DISCUSSION

Table 1. Subject Overview

Age	Total	Percentage
18 Years	31	11%
19 Years	42	15%
20 Years	75	27%
21 Years	56	20%
22 Years	34	12%
23 Years	24	9%
24 Years	11	4%
25 Years	3	1%
Total	**276**	**100%**

Based on the table above, it can be seen that the subjects in this study were dominated by early adult women aged 20 years old.

Table 2. Results of Body Image Categorization Analysis

Category	Number of Subject	Percentage
High	65	24%
Low - Medium	210	**76%**
Total	275	100%

Based on the table above, of the 275 respondents, 76% or most of the respondents had a body image in the category between Low-Medium. This is in line with the results of Dianningrum and Satwika's research (2021), it is known that in their research most of the research subjects had a body image in the category between low and moderate as many as 74 respondents out of 114 respondents[14]

Table 3. Results of Body Image Categorization Analysis Based on Age

Age	Category	Number of Subject	Percentage
18 Years	High	14	5,1%
	Low-Medium	16	5,9%
19 Years	High	9	3,3%
	Low-Medium	33	12%
20 Years	High	15	5,5%
	Low-Medium	60	**21,8%**
21 Years	High	12	4,4%
	Low-Medium	44	16%
22 Years	High	5	1,8%

	Low-Medium	29	10,6%
23 Years	High	6	2,2%
	Low-Medium	18	6,5%
24 Years	High	3	1,1%
	Low-Medium	8	2,9%
25 Years	High	1	0,4%
	Low-Medium	2	0,7%
Total		**275**	**100%**

Based on age, all age groups have a body image with the highest results being in the Low-Moderate category. While the age group that has the highest Low-Moderate category body image is the age group of 20, which is 21.8%.

Table 4. Results of Hypothesis Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	61.146	1	61.146	5.530	**.019**[b]
Residual	3018.760	273	11.058		
Total	3079.905	274			

Based on the table result of hypothesis test, it shows the acquisition of the F value of 5.530 with a significance value of 0.019. The significance value obtained is 0.019 which means less than the value of 0.05 (0.019 <0.05), so the hypothesis is accepted that there is a positive influence between the intensity of using Instagram beauty filters on body image.

The results of this study are in line with a study conducted by showing that the use of Instagram can affect beliefs and concerns regarding women's appearance[15] The results of this study support research conducted by Hasanah and Hidayati in 2021 related to the intensity of using Instagram social media on body image, it was found that there was a very significant positive correlation between the intensity of using Instagram social media and body image [16]Furthermore, in a study, information was obtained that Instagram filters can be a very valuable way for individuals or patients to communicate their expectations to plastic surgeons [7] But on the other hand, the desire to look attractive, one of which is caused by feelings of dissatisfaction and the way a person views themselves related to body image [11].Therefore, the desire to look attractive can make someone want to use beauty filters. Thus, the use of beauty filters can have a positive or negative impact. This is in accordance with the Uses and Effect theory which explains that the use of social media and the content in the media can create an effect on individuals, which in this case is the use of beauty filters [17]

In this study, all respondents were female. This is because based on the researcher's initial survey, Instagram beauty filters users are mostly used by women and body image problems are more often associated with women. This is in accordance with a study conducted which found that adolescent girls are more likely to pay attention to their body image and will feel disturbed if they have a body image that does not match the person they idolize[18]

In this study, it proves that the intensity of using Instagram beauty filters has a significant effect on body image in early adulthood. This study certainly has various limitations, including the research subject only focusing on early adult individuals and focusing on subjects with female gender. Then in this study also focused on the beauty filters feature in the Instagram social media application only.

IV. CONCLUSION

From the results of data analysis and discussion, the conclusion in this study is that there is a positive correlation between the intensity of using Instagram beauty filters and body image. The results of the correlation analysis show that the higher the intensity of using Instagram beauty filters, the higher the body image of the subject of this study. Vice versa, if the lower the intensity of using Instagram beauty filters, the lower the body image of the subjects in this study. The hypothesis in this study is accepted, namely that there is a significant effect of the intensity of using Instagram beauty filters on body image in early adulthood.

ACKNOWLEDGMENTS

REFERENCES

[1] D. S. Marizka, S. Maslihah, and A. Wulandari, "Bagaimana self-compassion memoderasi pengaruh media sosial terhadap ketidakpuasan tubuh" *Jurnal Psikologi Insight,* vol. 3 no. 2*,* 56-69. 2019.

[2] Z. Muhtar, H. Hamid, and F. Firdaus, "Pengaruh Intensitas Penggunaan Media Sosial Instagram Terhadap Body Image Pada Mahasiswa di Kota Makassar," vol. 2, no. 2, 2022.

[3] J. K. Thompson, 2000. *Body Image, Eating Disorder, and Obesity an Integrative Guide for Assessment and Treatment*. Washington: American Psychological Association.

[4] T. F. Cash, and & Pruzinsky, Body Image : A Handbook of Theory, Research and Clinical Practice. New York: Guilford Press, 2002.

[5] A. S. Moonteath, & P. M. Mccabe, "The influence of societal factors on female body image," *The Journal of Social Psychology,*vol. 137 no. 6, 721-724, 1997.

[6] R. M. Perloff, "Social media effects on young women's body image concerns: Theoritical perspective and an agenda for research," 1-15, 2014

[7] A. Youn, "What Is the Ideal Instagram Filter?;" *Aesthetic Surgery Journal Open Forum*, vol. 1, no. 2, 2019. https://doi.org/10.1093/asjof/ojz019

[8] R. Fauzi, H. R. C. P., M. Farhan., and A. Aprilia, "*Self Confidence* Pada Mahasiswa Terhadap Penggunaan *Filter* Digital Di Media Sosial," vol. 1, no. 1*,* 2023

[9] R. Khoerunnisa, T. S. Maharani, and T. Nurvikarahmi, "Peranan penggunaan instagram terhadap kepercayan diri remaja. *Jurnal Pendidikan Tambusai*, vol. 5, no. 3, 2021

[10] F. H. Hasibuan, (2022). Suka pakai Beauty Filter, Bisa Berbahaya untuk Kesehatan Mental? https://kumparan.com/fitrihasib06/suka-pakai-beauty-filter-bisa-berbahaya-untuk-kesehatan-mental-1zSqjyxmtMC

[11] N. L. A. P. Windayanti, and Supriyadi. "Hubungan antara citra tubuh dan konformitas terhadap perilaku konsumtif pada remaja putri di Universitas Udayana". *Jurnal Psikologi Udayana,* vol. 6, no 1, 96-108. 2019.

[12] I. Ajzen, (2005). *Attitude, personality, and behavior*. Open University Press

[13] Nurjan, Syarifan, dkk. Trends in the Adolencent Deliquency Behavior At The Institute of Islamic Education Ponorogo District. *Journal of Government and Politic,* 2016.

[14] S. W. Dianingrum and Y. W. Satwika, "Hubungan Antara Citra Tubuh Dan Kepercayaan Diri Pada Remaja Perempuan," *J. Penelit. Psikol.*, vol. 8 (7), no. Citra tubuh, 194–203, 2021.

[15] J. Fardouly, B.K.Willburger, and L.R. Vertanian, "Instagram use and young women's body image concerns and self-objectification: testing mediational pathways," *SAGE,* vol. 20 no.4, 63 1380-1395. 2018 doi: 10.1177/146144817694499.

[16] Hasanah, U., & Malia Rahma Hidayati, B. (2021). Intensitas Penggunaan Media Sosial Instagram Terhadap Body Image. *IDE: Jurnal Psikologi ,* 5(2), 115–131. https://doi.org/10.32492/idea.v5i2.5205

[17] Neti, U., Ulfah, M., & Syahrudin, H. (2019). Pengaruh intensitas penggunaan media sosial terhadap perilaku konsumtif mahasiswa Prodi Pendidikan Ekonomi Universitas Tanjungpura. *Jurnal Pendidikan dan Pembelajaran Khatulistiwa, 9*(9), 1-8.

[18] D. A. Ramonda, Y. G. Yudanari, and Z. Choiriyah, "Hubungan antara Body Image dan Jenis Kelamin terhadap Pola Makan pada Remaja," *J. Ilmu Keperawatan Jiwa*, vol. 2, no. 2, pp. 109–114, 2019, [Online]. Available: https://journal.ppnijateng.org/index.php/jikj/article/download/336/196/946#:~:text=Menurut Depkes (2008)%2C jenis,faktor internal kebutuhan gizi seseorang.