

## Body Image in Teenage Women who Are Fans of K-POP Girl Bands: A Study on Students of IAIN Palangka Raya

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### ABSTRACT

Korean culture has developed so rapidly that it has become widespread and accepted by the world public, resulting in a phenomenon of Korean culture fever at the global level, which can be referred to as the Korean Wave. This study aims to explore the understanding and experiences of female students at IAIN Palangka Raya who are fans of K-Pop girl groups in relation to body image. This qualitative research employs in-depth interviews, observations, and literature reviews with thematic analysis. The findings reveal diverse perceptions of body image and beauty standards, with the majority holding positive views. Factors influencing body image include media exposure, social comparison, social environmental pressures, as well as personality and self-esteem. Strategies used to manage pressures and expectations related to physical appearance include self-acceptance, personal development in other areas, seeking social support, and forming positive fan communities. This research highlights the significant role of social media and interactions within fan communities in shaping body image perceptions. The results provide new insights into the impact of popular culture on body image among adolescent girls and the strategies employed to cope with appearance-related pressures.

**Keywords:** Body Image, Korean Wave, K-Pop, Muslim Students

### ABSTRAK

Budaya Korea berkembang begitu pesatnya hingga meluas dan diterima publik dunia, sampai menghasilkan sebuah fenomena demam budaya Korea ditingkat global, yang dapat disebut sebagai Korean Wave. Penelitian ini bertujuan untuk menjelajahi pemahaman dan pengalaman mahasiswa IAIN Palangka Raya yang merupakan penggemar girl band K-Pop dalam kaitannya dengan body image. Penelitian kualitatif ini menggunakan teknik wawancara mendalam, observasi, dan studi literatur dengan analisis tematik. Hasil penelitian menunjukkan persepsi yang beragam terhadap body image dan standar kecantikan, dengan sebagian besar memiliki persepsi positif. Faktor-faktor yang memengaruhi body image meliputi paparan media massa, perbandingan sosial, tekanan lingkungan sosial, serta kepribadian dan harga diri. Strategi yang digunakan untuk mengelola tekanan dan harapan terkait penampilan fisik mencakup penerimaan diri, pengembangan diri di bidang lain, pencarian dukungan sosial, dan pembentukan komunitas penggemar positif. Penelitian ini menyoroti peran penting media sosial dan interaksi dalam komunitas penggemar dalam membentuk persepsi body image. Hasil penelitian ini memberikan wawasan baru tentang dampak budaya populer terhadap body image pada remaja putri dan strategi yang digunakan untuk mengelola tekanan terkait penampilan fisik.

**Kata Kunci:** Citra Tubuh, Korean Wave, K-Pop, Mahasiswa Muslim

## A. INTRODUCTION

In an era of increasingly advanced globalization, the development of popular culture cannot be avoided. One of the popular culture phenomena that has attracted world attention is the development of the South Korean entertainment industry or better known as the "Hallyu Wave" or "Korean Wave". Korean Wave, or Korean Wave in Indonesian, is a term that refers to the phenomenon in which Korean pop culture has spread rapidly and gained global popularity since the 1990s.<sup>1</sup> The Korean wave is a cultural product because of globalization which is favored by the world community, and Indonesia is no exception. The Korean wave comes with a variety of interesting cultural products, one of which is the power of clothing.<sup>2</sup> One of the important components of the Hallyu Wave is K-Pop music and K-Pop idols who are the center of attention for many fans from various countries, including Indonesia. The Korean Wave no longer only serves as a cultural channel across national borders or the development of the entertainment industry, but has become a force that benefits South Korea significantly economically.<sup>3</sup> One of the factors that attracts the attention of K-Pop fans is the visual concept which is a main element in this industry. Many K-Pop idol groups consist of members with attractive physical appearances and in accordance with the beauty standards that apply in South Korea. Chang revealed that clothing, gestures and appearance are elements that can be considered as open symbols that can be interpreted. This makes K-Pop idols role models for many fans, especially young women.<sup>4</sup>

In the K-Pop industry, visual concepts are the main element that attracts the attention of many fans. K-Pop idol groups consist of members with attractive physical appearances and in accordance with the beauty standards that apply in South Korea.<sup>5</sup> This makes K-Pop idols role models for many fans, especially young women. During adolescence, body image becomes an important issue because in this phase individuals experience significant physical changes which affect the development of self-identity. Adolescents are experiencing rapid growth, including in terms of personality, influenced by various factors both inside and outside their environment. Perception of the body, known as body image, can be a factor that influences the mental health and well-being of young women. K-pop is often associated with a number of individual girls or

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<sup>1</sup> Yayan Hendayana and Ni'matul Afifah, "Pengaruh Brand Ambassador Dan Korean Wave Terhadap Minat Belanja Online Melalui Marketplace Tokopedia," *Kinerja* 3, no. 1 (2021): 32–46, <https://doi.org/10.34005/kinerja.v3i1.1285>.

<sup>2</sup> Surawan, Surawan, and Endah Mustika Pertiwi. 2023. "Hijab Sebagai Self Control Terhadap Penetrasi Korean Wave". *Jurnal Kajian Islam Interdisipliner* 8 (1):1-16. <https://doi.org/10.14421/jkii.v8i1.1343>.

<sup>3</sup> Ni Putu Elvina Suryani, "Korean Wave sebagai Instrumen Soft Power," *Global* 16, no. 1 (2014): 69–83.

<sup>4</sup> Jungyoon Chang, "New Gender Perspectives : Soft Creator and Strong Advocator in the New Korean Wave Era \*" 36, no. 4 (2020): 67–84.

<sup>5</sup> Teresna Sainseillah Hanandha and Afif Kurniawan, "Hubungan Antara Body Image Dengan Self-Presentation Di Media Sosial Instagram Pada Remaja Putri," *Buletin Riset Psikologi Dan Kesehatan Mental* 10, no. 212 (2023): 1–10, <https://repository.unair.ac.id/119577/>.

boys who are members of an entertainment agency, commonly known as boybands and girlbands. One of the K-Pop music genres that has gained significant popularity among teenage girls is girl bands or female vocal groups. K-Pop girl bands such as BLACKPINK, TWICE, ITZY, and others have a large fan base in Indonesia, including among female students. With attractive appearances and being promoted as perfect figures, it is possible that idols from K-Pop girl bands can influence young women's perceptions about body image.

Rombe stated that Body Image is the perception or feeling of satisfaction or dissatisfaction that an individual has with his or her body, which can produce positive or negative values towards oneself.<sup>6</sup> During adolescence, body image becomes an important issue because in this phase individuals experience significant physical changes that affect the development of self-identity.<sup>7</sup> Teenagers are experiencing rapid growth, including in terms of personality, influenced by various factors both inside and outside their environment.<sup>8</sup> A study conducted by Bello and his colleagues (2017) stated that teenagers tend to be more sensitive to physical changes in their bodies and tend to be reluctant to show their bodies to other people because of the physical changes they experience.<sup>9</sup> The influence of mass media and popular culture on body image in adolescent girls has been widely studied. Various factors influence the perception of the body, including media exposure.<sup>10</sup>

Astini and Ghozali also revealed that mass media, such as social media, can encourage an ideal body image which is then internalized by individuals to achieve a body shape that is considered ideal. In the context of Korean popular culture, there are beauty standards that emphasize the importance of a slim and slim body.<sup>11</sup> The research aims to explore in depth the perceptions and experiences of IAIN Palangka Raya students who are fans of K-Pop girl bands in relation to body image. Specifically, the aim of the research is to understand the female students' perceptions of body image and applicable beauty standards, identify the factors that

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<sup>6</sup> Fatimah Zahra, Nurul Mustaqimma, and Muhammad David Hendra, "Kekuatan Media Digital Pada Pembentukan Budaya Populer (Studi Pada Komunitas Moarmy Pekanbaru)," *Komunikasiana: Journal of Communication Studies* 2, no. 2 (2020): 123, <https://doi.org/10.24014/kjcs.v2i2.11119>.

<sup>7</sup> Sufrihana Rombe, "Hubungan Body Image Dan Kepercayaan Diri Dengan Perilaku Konsumtif Pada Remaja Putri Di SMA Negeri 5 Samarinda," *Psikoborneo: Jurnal Ilmiah Psikologi* 1, no. 4 (2013): 228–36, <https://doi.org/10.30872/psikoborneo.v1i4.3520>.

<sup>8</sup> Riskha Ramanda, Zarina Akbar, and R. A. Murti Kusuma Wirasti, "Studi Kepustakaan Mengenai Landasan Teori Body Image Bagi Perkembangan Remaja," *JURNAL EDUKASI: Jurnal Bimbingan Konseling* 5, no. 2 (2019): 121, <https://doi.org/10.22373/je.v5i2.5019>.

<sup>9</sup> Bamidele M. Bello et al., "Adolescent and Parental Reactions to Puberty in Nigeria and Kenya: A Cross-Cultural and Intergenerational Comparison," *Journal of Adolescent Health* 61, no. 4 (2017): S35–41, <https://doi.org/10.1016/j.jadohealth.2017.03.014>.

<sup>10</sup> M Y E Pamirma and Y W Satwika, "Hubungan Antara Paparan Media Dengan Body Image Pada Remaja Perempuan," *Character: Jurnal Penelitian Psikologi* 9, no. 6 (2022): 2–10, <https://ejournal.unesa.ac.id/index.php/character/article/view/47316>.

<sup>11</sup> Cica Yulia et al., "Reflections of Well-Being: Navigating Body Image, Chronic Energy Deficiency, and Nutritional Intake among Urban and Rural Adolescents," *Frontiers in Nutrition* 11, no. May (2024): 1–7, <https://doi.org/10.3389/fnut.2024.1346929>.

influence the formation of their body image as fans of K-Pop girl bands, analyze the strategies used to manage pressure and expectations regarding appearance. Physical appearance represented by K-Pop idols, as well as examining the role of social media and interactions within the fan community in shaping body image perceptions among student K-Pop girl band fans at IAIN Palangka Raya.

## **B. RESEARCH METHOD**

This research uses qualitative methods, with a phenomenological approach. The subjects of this research are PAI students who like or are fans of K-Pop, with data collection techniques including observation of the subject's social media and in-depth interviews. The collected data will be analyzed using a thematic analysis approach, with the following steps 1) Transcription starts from the results of interviews and observation notes will be recorded or transcribed in detail. Transcription will convert audio data or notes into a text format that can be analyzed. 2) Coding is done by the researcher by identifying units of meaning and grouping them into relevant categories, such as body perception, social media influence, stress management strategies, and the role of the K-Pop fan community. 3) Clustering is done when the coded data will be grouped into interrelated groups based on emerging themes. Clustering helps in organizing the data and identifying emerging patterns in the collected material. 4) Thematic Analysis: The researcher will conduct thematic analysis by identifying key themes that emerge from the data and exploring the meanings associated with the research topic. These themes will be linked to relevant theories and literature that have been reviewed. 5) Interpretation: The results of the thematic analysis will be interpreted.

## **C. RESULT AND DISCUSSION**

### **1. K-Pop Girl Band Fans' Perceptions Of Body Image And Beauty Standards**

In a modern era dominated by social media and global popular culture, the influence of South Korean culture, especially through the K-Pop entertainment industry, has spread to various countries in the world.<sup>12</sup> K-Pop girl bands with charming visuals, extraordinary talent, and captivating energy have succeeded in stealing the hearts of millions of fans, especially young girls. However, behind the charm and popularity of K-Pop girl bands, there are questions that arise about how the influence of Korean popular culture affects the body

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<sup>12</sup> Zumhur Alamin and Randitha Missouri, "Penggunaan Media Sosial Sebagai Sarana Pendukung Pembelajaran Agama Islam Di Era Digital," *TAJDID: Jurnal Pemikiran Keislaman Dan Kemanusiaan* 7, no. 1 (2023): 84–91, <https://doi.org/10.52266/tadjid.v7i1.1769>.

perception of young women who are loyal fans.<sup>13</sup> Body perception is an individual's mental image of his or her own physical appearance, involving the subjective evaluation of body shape, weight, and other physical attributes. In the context of Korean popular culture, the beauty standards promoted by K-Pop girl bands often become a reference and inspiration for fans, which can then influence their body perception. However, there is still a lack of in-depth research on how the influence of Korean popular culture, especially K-Pop, influences body perception among young women who are fans of K-Pop girl bands.

Based on the results "In an in-depth interview, one female K-Pop girl band fan stated, 'Through K-Pop girl bands, I learned to celebrate diversity and uniqueness in appearance. They inspired me to feel confident with myself and find beauty in in myself.' (Respondent B, 20 years old)" found that most female students interviewed had a positive perception of the beauty standards promoted by K-Pop girl bands. They admire the slim and proportional body shape, as well as the beautiful face with natural makeup. In Indonesia, there is a general view in society that beauty is measured by bright skin color.<sup>14</sup> In line with Lancia et al, the mass media simultaneously shapes views about beauty standards that are considered ideal for society, where women's beauty is often associated with a physical appearance that is similar to Korean women.<sup>15</sup> Women are often involved in beauty standards established by the industry, so they adapt certain constructs to their bodies.<sup>16</sup>

Several female students "In an in-depth interview, one of the K-Pop girl band fans stated, 'Through the influence of K-Pop girl bands, I have become more aware of the importance of a healthy lifestyle. I am inspired to maintain a regular diet, eat nutritious food, and exercise regularly. I believe that health is true beauty (Respondent C, 19 years old)". Korean beauty trends also highlight positive aspects related to beauty, such as self-care, pleasant skin care, and acceptance of each individual's uniqueness.<sup>17</sup> Faradouly and colleagues note that media use can fuel body dissatisfaction by internalizing beauty standards and tending to compare one's own appearance with others. By comparing

<sup>13</sup> Bimo Mahendra, Marketing Communications, and Garda Perdana Security, "Eksistensi Sosial Remaja Dalam Instagram (Sebuah Perspektif Komunikasi)," *Jurnal Visi Komunikasi* 16, no. 01 (2017): 151–60, <https://publikasi.mercubuana.ac.id/files/journals/16/articles/1649/submission/original/1649-3678-1-SM.pdf>.

<sup>14</sup> Retno Sari, "Konstruksi Makna Cantik Bagi Mahasiswi Universitas Riau," *Jurnal Online Mahasiswa Fakultas Ilmu Sosial Dan Ilmu Politik* 4, no. 1 (2017): 1–15.

<sup>15</sup> Ferrari Lancia, Liliyana, and Abdul Azis, "K-Beauty Dan Standar Kecantikan Di Indonesia (Analisis Wacana Sara Mills Pada Kanal YouTube Priscilla Lee)," *Jurnal Multidisiplin West Science* 2, no. 1 (2023): 56–68, <https://doi.org/10.58812/jmws.v2i1.175>.

<sup>16</sup> Ulfa Utami Mapped, "Analisis Mitos Kecantikan Perempuan Dalam Iklan Kosmetik Lokal Dengan Brand Ambassador Idol Korea Selatan," *AKSILOGI: Jurnal Pendidikan Dan Ilmu Sosial* 2, no. 4 (2023): 116–28, <https://aksiologi.pubmedia.id/index.php/aksiologi/article/view/202%0Ahttps://aksiologi.pubmedia.id/index.php/aksiologi/article/download/202/77>.

<sup>17</sup> Cynthia Alkah, 濟無 No Title No Title No Title, vol. 19, 2016.

themselves to these idols, female students are motivated to follow the same lifestyle and beauty standards.<sup>18</sup>

However, there are also female students who have a more critical perception of the beauty standards that apply in the K-Pop industry. "In an in-depth interview, one fan of a K-Pop girl band stated, 'I feel compelled to reach the standards of beauty exemplified by K-Pop girl bands. I often compare myself to girl band members and feel like I'm not good enough.' (Respondent A, 20 years old)". They realize that these standards tend to be unrealistic and difficult for most people to achieve. In line with Hasrin and Sidik, beauty is a social construction that is applied jointly to women, forming beauty norms that are often impossible achieved and spread widely among society.<sup>19</sup> Wolf argues that perceptions of beauty create significant pressure for women, pushing them to pursue very particular and often impossible to achieve standards of beauty.<sup>20</sup>

Women who believe that beauty is identified with white skin often feel less confident about their dark skin color. This encourages them to look for various facial treatments, ranging from vitamin C injections, lasers, to using facial creams and drugs whose safety is not guaranteed.<sup>21</sup> In the context of this research, exposure to beauty standards promoted by K-Pop girl bands can lead to self-objectification in female students, where they judge themselves from the perspective of others and try to meet these beauty standards, even though it has a detrimental impact on their mental well-being and their physique.

## **2. Factors that Influence Body Image in Adolescent Girls Who are Fans of K-Pop Girl Bands**

Based on the results "In an in-depth interview, a K-Pop girl band fan revealed, 'I feel mass media, especially K-Pop Girl Bands, is a central element that influences my perception of body image. I often see girl band members with perfect appearances and ideal body, and I feel pressured to pursue the same standards of beauty (Respondent D, 21 years old). This quote illustrates how exposure to mass media, especially through K-Pop Girl Bands, can be an important factor in influencing body perception in young women who are fans. This

<sup>18</sup> Jasmine Fardouly, Brydie K. Willburger, and Lenny R. Vartanian, "Instagram Use and Young Women's Body Image Concerns and Self-Objectification: Testing Mediation Pathways," *New Media and Society* 20, no. 4 (2018): 1380–95, <https://doi.org/10.1177/1461444817694499>.

<sup>19</sup> Awaluddin Hasrin and Sangputri Sidik, "Tren Kecantikan Dan Identitas Sosial: Analisis Konsumsi Kosmetik Dan Objektifikasi Diri Di Kalangan Perempuan Kota Palopo," *Jurnal Analisa Sosiologi* 12, no. 4 (2023), <https://doi.org/10.20961/jas.v12i4.71618>.

<sup>20</sup> "The Beauty Myth: How Images of Beauty Are Used Against Women," 2013,

<sup>21</sup> LSS Utami JM Sukisman, "Perlawanan Stigma Warna Kulit Terhadap Standar Kecantikan Perempuan Melalui Iklan," *Jurnal EISSN*, 2021, <https://garuda.kemdikbud.go.id/documents/detail/2107966>.



shows that the influence of mass media can create pressure and encouragement to pursue the beauty standards presented by the girl band.<sup>22</sup>

Observations and interviews found that exposure to mass media, especially K-Pop Girl Bands, is a central element that influences perceptions of body image among young female fans. This is proven by Schryver's research. Conventional media such as television and magazines have the possibility to influence issues such as self-esteem, gender stereotypes, self-objectification, and unrealistic body standards in adolescents.<sup>23</sup> A study conducted by Salomon and Brown shows that the more often teenagers use social media with a focus on self-objectification, the more likely they are to feel ashamed of their bodies (body shame) and increase scrutiny of their physical appearance (body surveillance).<sup>24</sup>

Apart from exposure to mass media, social comparison factors were also found to influence body image in young women who are fans of K-Pop girl bands. Adolescents tend to compare themselves with other individuals who are considered as references, which can influence their perceptions and attitudes towards themselves. The majority of teenage girls tend to feel dissatisfied with their weight and body shape, and tend to compare their appearance with models shown in the mass media, who often feature thin bodies.<sup>25</sup> Teenage girls who like K-Pop and feel dissatisfied with their appearance and have very high desires about what body size is considered ideal, often refer to the appearance of Korean idols as a standard.<sup>26</sup>

Another factor found to influence body image among K-Pop Girl Band fans is social environmental pressure. Literature studies show that female students strive to show something "special" to fulfill their needs and lifestyle so that they can be accepted and recognized by their friends.<sup>27</sup> Teenagers' motivation to start paying attention to their appearance is triggered by various external factors, including the most dominant factor, namely the influence of peers (peer groups). This is because peers have become a symbol of the values and lifestyle of today's young generation, and are considered an integral part of

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<sup>22</sup> A.Rafiq, "Gereja Dan Pengaruh Teknologi Informasi 'Digital Ecclesiology,'" *Fidei: Jurnal Teologi Sistematis Dan Praktika* 1, no. 2 (2019): 270–83, <https://doi.org/10.34081/270033>.

<sup>23</sup> K Schryver S Pai, "Children, Teens, Media, and Body Image," *Common Sense*, 2015.

<sup>24</sup> Uknowledge Uknowledge and Ilyssa P Salomon, "The Selfie Generation: Examining the Relationship Between Social The Selfie Generation: Examining the Relationship Between Social Media Use and Early Adolescent Body Image Media Use and Early Adolescent Body Image," 2017, <https://doi.org/10.13023/ETD.2017.130>.

<sup>25</sup> Anastasia F. Anin, BS Rasimin, and Nuryati Atamimi, "Hubungan Self Monitoring Dengan Impulsive Buying Terhadap Produk Fashion Pada Remaja," *Jurnal Psikologi* 35, no. 2 (2008): 181–93.

<sup>26</sup> Yudho Bawono Widya Santika, "Ketidakpuasan Bentuk Tubuh Pada Remaja Perempuan Penggemar K-Pop," *Gulawentah: Jurnal Studi Sosial* ISSN 2528-6293 (Print); ISSN 2528-6871 (Online) Vol. 7, No. 1, 2022, <https://core.ac.uk/download/pdf/524708980.pdf>.

<sup>27</sup> Nur Fitriyani, Presetyo Budi Widodo, and Nailul Fauziah, "Hubungan Antara Konformitas Dengan Perilaku Konsumtif Pada Mahasiswa Di Genuk Indah Semarang," *Jurnal Psikologi Undip* 12, (1) (2013): 55–68, <https://doi.org/https://doi.org/10.14710/jpu.12.1.1-14>.

individual identity.<sup>28</sup> The results of the interviews revealed that some young women who like K-Pop girl bands feel pressure from their social environment to conform to certain beauty standards. This can cause them to feel dissatisfied with their own physical appearance and body, and try to achieve these standards in unhealthy ways.

Personality and self-esteem factors were also found to influence the body image of young women who are fans of K-Pop girl bands. Literature studies show that people who lack self-confidence and low self-esteem are more susceptible to feelings of dissatisfaction with their body and physical appearance.<sup>29</sup> Studies conducted by Nourmalita show that individuals who tend to experience body dysmorphic disorder highlight the significance of physical appearance. With this perspective, too much emphasis on physical appearance results in these individuals evaluating themselves negatively.<sup>30</sup>

### 3. K-Pop Girl Band Fans' Strategies in Managing Pressure and Expectations

Based on the results of in-depth interviews, female K-Pop girl band fans shared strategies used to manage pressure and expectations regarding the physical appearance represented by K-Pop idols. She explains, 'I believe it's important to have a healthy perspective. I remind myself that K-Pop idols are also ordinary people with professional teams behind their performances. I focus on appreciating their talents and taking inspiration from their hardworking spirit, not just their physical appearance (Respondent E, 21 years old). This quote shows how K-Pop girl band fans adopt a healthy perspective and shift their focus from physical appearance to the talents and hard-working spirit of these idols. This strategy helps them manage the pressure and expectations that may arise regarding the physical appearance represented by K-Pop idols.<sup>31</sup> Some female students realize that the beauty standards promoted by K-Pop idols are unrealistic and difficult to achieve. They try to accept themselves as they are and appreciate their own strengths and weaknesses. This is in line with Oktapia et al., to achieve balance in life, every individual needs to accept himself, because in essence no human being was created by Allah without having shortcomings.<sup>32</sup>

<sup>28</sup> Zulmi Ramdani, "Metode Systematic Literature Review Untuk Identifikasi Body Dysmorphic Disorder Pada Remaja," *Journal of Psychological Perspective* 3, no. 2 (2021): 53–58, <https://doi.org/10.47679/jopp.32952021>.

<sup>29</sup> Ramanda, Akbar, and Wirasti, "Studi Kepustakaan Mengenai Landasan Teori Body Image Bagi Perkembangan Remaja."

<sup>30</sup> Merlina Nourmalita, "Pengaruh Citra Tubuh Terhadap Gejala Body Dismorphic Disorder Yang Dimediasi Harga Diri Pada Remaja Putri," *Seminar ASEAN 2nd Psychology & Humanity*, 2016, 19–20, [mpsi.umm.ac.id/files/file/546-555\\_melina.pdf](https://mpsi.umm.ac.id/files/file/546-555_melina.pdf).

<sup>31</sup> Fitrotun Niswah, "Internalisasi Sosiokultural, Korean Wave Dan Kualitas Citra Tubuh Remaja," *Jurnal Ilmu Pendidikan* 7, no. 2 (2020): 809–20.

<sup>32</sup> Mental Remaja et al., "Pengaruh Body Image Dan Penerimaan Diri Terhadap Kesehatan," 2023, 13–19.



Another strategy found was to focus on self-development in areas other than physical appearance. Some female students try to develop their talents, interests and other skills, such as academics, sports, arts or social activities.<sup>33</sup> Positive self-concept is defined as behavior that directs individuals to things that provide positive value for themselves, such as increasing educational achievement both academic and non-academic, receiving awards from authorities, and so on.<sup>34</sup> Self-actualization is the highest level in the Holistic Dynamics theory which must be achieved when individuals have fulfilled several basic needs below.<sup>35</sup> Another strategy found was seeking social support from the surrounding environment, such as friends, family or fan communities. Some female students seek support and understanding from those closest to them to overcome pressures and expectations regarding physical appearance. Individuals interact with each other in interpersonal relationships that require help or social support. This support can take the form of knowledge, concrete actions, or giving objects that make the recipient feel appreciated, loved, and cared for.<sup>36</sup> Within the family environment, there are deep interactions that play a role in shaping a person's mindset.<sup>37</sup>

Social support, which includes encouragement, attention, admiration, assistance, affection, security, attention, praise, or assistance that a person receives from another individual or group, causes the individual to feel cared for, loved, and respected.<sup>38</sup> This is in accordance with social support theory which states that social support from the surrounding environment can help individuals deal with stress and pressure.<sup>39</sup> With social support, female students can feel more accepted and appreciated, thereby reducing pressure and unrealistic expectations regarding physical appearance. Another strategy found was the formation of positive fan communities that promote self-acceptance and body shape diversity. Some female students join or form fan communities that have a positive view of body image and

<sup>33</sup> Lidwina Mutia Sadasri, "Parasocial Relationship with Celebrities (A Qualitative Study on the Use of Fandom Applications)," *Jurnal Studi Pemuda* 10, no. 2 (2022): 147, <https://doi.org/10.22146/studipemudaugm>.

<sup>34</sup> Serli Batoran and Ni Wayan Sukmawati Puspitadewi, "Perbedaan Konsep Diri Pada Mahasiswa Berdasarkan Status Partisipasi Dalam Unit Kegiatan Mahasiswa (Ukm) Univeristas Negeri Surabaya," *Character: Jurnal Penelitian Psikologi* 5, no. 2 (2018): 1–6.

<sup>35</sup> Mohamat Hadori, "AKTUALISASI-DIRI (SELF-ACTUALIZATION); SEBUAH MANIFESTASI PUNCAK POTENSI INDIVIDU BERKEPRIBADIAN SEHAT," *Jurnal Lisan Al-Hal* 9, no. 2 (2015): 261–87, <https://journal.ibrahimy.ac.id/index.php/lisanalhal/article/view/92/79>.

<sup>36</sup> Azwa Salsabila Anggraeni and Udi Rosida Hijrianti, "Peran Dukungan Sosial Dalam Menghadapi Fase Quarter Life Crisis Dewasa Awal Penyandang Disabilitas Fisik," *Cognicia* 11, no. 1 (2023): 15–23, <https://doi.org/10.22219/cognicia.v11i1.26176>.

<sup>37</sup> N Syata, "Makna Cantik Di Kalangan Mahasiswa Dalam Perspektif Fenomenologi," 2012.

<sup>38</sup> Edward p.sarafino, *HealthPsychology: Biopsychosocial Interactions*, 2015, [https://books.google.com/books?hl=en&lr=&id=yPODBgAAQBAJ&oi=fnd&pg=PR6&dq=Sarafino,+E.,+Smith,+T.+W.,+King,+D.,+%26+Delongis,+A.+\(2015\).HealthPsychology:+Biopsychosocial+Interactions+-+Canadian+Edition.Amerika+Serikat:+John+Wiley+%26+Sons,+Inc.&ots=19IPj](https://books.google.com/books?hl=en&lr=&id=yPODBgAAQBAJ&oi=fnd&pg=PR6&dq=Sarafino,+E.,+Smith,+T.+W.,+King,+D.,+%26+Delongis,+A.+(2015).HealthPsychology:+Biopsychosocial+Interactions+-+Canadian+Edition.Amerika+Serikat:+John+Wiley+%26+Sons,+Inc.&ots=19IPj).

<sup>39</sup> Peggy A. Thoits, "Mechanisms Linking Social Ties and Support to Physical and Mental Health," *Journal of Health and Social Behavior* 52, no. 2 (2011): 145–61, <https://doi.org/10.1177/0022146510395592>.

are less focused on strict beauty standards. The existence of a group makes these individuals stronger because they have similar goals.<sup>40</sup> In line with EB's research, private universities can also use the formation of online communities as a means of forming a positive image.<sup>41</sup> Social construction theory (social construction theory) which states that individuals who have a high level of self-esteem are able to interact effectively in social contexts.<sup>42</sup> By joining or forming a positive fan community, female students can develop a healthier and more realistic understanding of their physical appearance and reduce pressure and unrealistic expectations.<sup>43</sup>

#### D. CONCLUSION

Based on the discussion above, a conclusion can be drawn: The perceptions of IAIN Palangka Raya students who are fans of K-Pop girl bands regarding body image and applicable beauty standards are quite varied. Most have a positive perception and try to follow these standards, but there are also those who have a more critical perception. Factors that influence body image among young women who are fans of K-Pop Girl Bands at IAIN Palangka Raya include mass media exposure, social comparison, social environmental pressure, as well as personality and self-esteem. IAIN Palangka Raya students who are fans of K-Pop girl bands use various strategies in managing pressure and expectations regarding the physical appearance represented by K-Pop idols.

These strategies include self-acceptance and self-esteem, focusing on self-development in other areas, seeking social support, and forming a positive fan community. This research shows that social media and interactions within fan communities have a significant role in shaping body image perceptions of IAIN Palangka Raya female students who are fans of K-Pop girl bands. Social media provides intensive exposure to the beauty standards promoted by K-Pop idols, while interactions within fan communities can build or modify these perceptions.

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