

ABSTRAK

AMANDA CRISTIANA ADVENTY SIMBOLON. Pengaruh Konten *Beauty Influencer* Terhadap *Body Image* Siswa Kelas XI Di SMA Negeri 5 Medan T.A 2025/2026. Skripsi. Medan : Fakultas Ilmu Pendidikan. Universitas Negeri Medan. 2026.

Penelitian ini bertujuan untuk mengetahui pengaruh konten *beauty influencer* terhadap *body image* siswa kelas XI di SMA Negeri 5 Medan Tahun Ajaran 2025/2026. Penelitian ini menggunakan pendekatan kuantitatif dengan metode korelasional. Populasi penelitian adalah seluruh siswa kelas XI SMA Negeri 5 Medan, dengan jumlah sampel sebanyak 197 siswa yang dipilih menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui angket konten *beauty influencer* dan *body image* yang telah diuji validitas dan reliabilitasnya. Hasil penelitian menunjukkan bahwa konten *beauty influencer* berpengaruh positif dan signifikan terhadap *body image* siswa dengan nilai signifikansi $p < 0,001$ dan persamaan regresi $Y = 73,19 + 0,361X$. Nilai koefisien determinasi (R^2) sebesar 0,10 menunjukkan bahwa konten *beauty influencer* memberikan kontribusi sebesar 10% terhadap *body image* siswa, sedangkan 90% lainnya dipengaruhi oleh faktor lain di luar penelitian. Secara deskriptif, mayoritas siswa memiliki tingkat keterpaparan konten *beauty influencer* pada kategori sedang (70,1%) dan *body image* pada kategori sedang (65,0%). Berdasarkan hasil penelitian tersebut, dapat disimpulkan bahwa semakin tinggi keterpaparan siswa terhadap konten *beauty influencer*, maka semakin positif *body image* yang dimiliki. Oleh karena itu, siswa disarankan agar lebih bijak dan kritis dalam menyikapi konten kecantikan di media sosial.

Kata Kunci : Konten *Beauty Influencer*; *Body Image*; Siswa SMA; Media Sosial

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ABSTRACT

A M A N D A C R I S T I A N A A D V E N T Y
S I M B O L O N . The Effect Of Beauty
Influencer Content On The Body
Image Of Grade XI Students At State
High School 5 Medan T. A 2025/2026.
Skripsi. Medan : Faculty of
Education. State University of
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This study aims to determine the effect of beauty influencer content on the body image of eleventh-grade students at SMA Negeri 5 Medan in the 2025/2026 academic year. This study uses a quantitative approach with a correlational method. The study population was all eleventh-grade students of SMA Negeri 5 Medan, with a sample of 197 students selected using a purposive sampling technique. Data collection was carried out through a questionnaire on beauty influencer content and body image that had been tested for validity and reliability. The results showed that beauty influencer content had a positive and significant effect on students' body image with a significance value of $p < 0.001$ and a regression equation of $Y = 73.19 + 0.361X$. The coefficient of determination (R^2) value of 0.10 indicates that beauty influencer content contributed 10% to students' body image, while the other 90% was influenced by other factors outside the study. Descriptively, the majority of students had a moderate level of exposure to beauty influencer content (70.1%) and a moderate level of exposure to body image (65.0%). Based on the research results, it can be concluded that the greater students' exposure to beauty influencer content, the more positive their body image. Therefore, students are advised to be more discerning and critical in their response to beauty content on social media.

Keywords : Beauty Influencer Content; Body Image; High School Students; Social Media

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