

ABSTRAK

FAHIRA ZAHRO SALSABILLA LUBIS. Hubungan Antara *Body Image* dengan *Self Esteem* pada Siswa SMK Setia Budi Binjai. Skripsi. Medan: Fakultas Ilmu Pendidikan, Universitas Negeri Medan. 2026.

Penelitian ini bertujuan untuk mengetahui hubungan antara *body image* dengan *self-esteem* pada siswa Program Keahlian Desain Produksi Busana (DPB) SMK Setia Budi Binjai. Latar belakang penelitian ini didasarkan pada fenomena yang ditemukan di lapangan, di mana sebagian siswa menunjukkan ketidakpuasan terhadap kondisi fisiknya seiring dengan rendahnya penghargaan terhadap diri sendiri. Penelitian ini menggunakan pendekatan kuantitatif dengan desain korelasional. Populasi penelitian adalah seluruh siswa Program Keahlian DPB SMK Setia Budi Binjai dengan sampel sebanyak 101 responden. Pengumpulan data dilakukan menggunakan instrumen skala *body image* yang terdiri dari 52 item valid dan skala *self-esteem* yang terdiri dari 36 item valid. Analisis data dilakukan menggunakan teknik korelasi *Pearson Product Moment* dengan bantuan program IBM SPSS Statistics 25. Hasil penelitian menunjukkan bahwa terdapat hubungan positif dan signifikan antara *body image* dengan *self-esteem* ($r = 0,413$; $p = 0,000 < 0,05$). Hal ini berarti semakin positif *body image* yang dimiliki siswa, maka semakin tinggi pula *self-esteem* yang dimilikinya. Sebagian besar siswa berada pada kategori sedang untuk *body image* (72,3%) maupun *self-esteem* (68,3%). Sumbangan efektif *body image* terhadap *self-esteem* sebesar 17,0% ($r^2 = 0,170$), sedangkan 83,0% sisanya dipengaruhi oleh faktor lain di luar *body image*.

Kata Kunci: *Body Image*, *Self-Esteem*, Siswa SMK.

ABSTRACT

FAHIRA ZAHRO SALSABILLA LUBIS. The Relationship Between Body Image and Self-Esteem among Students of SMK Setia Budi Binjai. Skripsi. Medan: Faculty of Education, State University of Medan. 2026.

This study aimed to examine the relationship between *body image* and *self-esteem* among students of the Fashion Production Design Program (DPB) at SMK Setia Budi Binjai. The background of this study was based on the phenomenon found in the field, where some students showed dissatisfaction with their physical condition along with low self-regard. This study employed a quantitative approach with a correlational design. The research population consisted of all students of the DPB Program at SMK Setia Budi Binjai, with a sample of 101 respondents. Data were collected using a *body image* scale consisting of 52 valid items and a *self-esteem* scale consisting of 36 valid items. Data analysis was performed using the *Pearson Product Moment* correlation technique with the IBM SPSS Statistics 25 program. The results showed that there was a positive and significant relationship between *body image* and *self-esteem* ($r = 0.413$; $p = 0.000 < 0.05$). This means that the more positive students' *body image*, the higher their *self-esteem*. The majority of students were in the moderate category for both *body image* (72.3%) and *self-esteem* (68.3%). The effective contribution of *body image* to *self-esteem* was 17.0% ($r^2 = 0.170$), while the remaining 83.0% was influenced by other factors beyond *body image*.

Keywords: Body Image, Self-Esteem, Vocational High School