

**PENGARUH *BODY DISSATISFACTION* TERHADAP STRES DENGAN
SELF-COMPASSION SEBAGAI MODERATOR PADA WANITA
PENGGUNA AKTIF TIKTOK**

SKRIPSI



**UIN SUNAN AMPEL
S U R A B A Y A**

**AZIEZAH ALAWIYAH
11020122060**

**PROGRAM STUDI PSIKOLOGI
FAKULTAS PSIKOLOGI DAN KESEHATAN
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
2026**

HALAMAN PERNYATAAN KEASLIAN

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Surabaya, 29 Desember 2025



Arieza Alawryah

HALAMAN PERSETUJUAN

SKRIPSI

PENGARUH *BODY DISSATISFACTION* TERHADAP STRES DENGAN *SELF-COMPASSION* SEBAGAI MODERATOR PADA WANITA PENGUNA AKTIF TIKTOK

Oleh:

AZIEZAH ALAWIYAH

11020122060

Telah Disetujui untuk Diajukan pada Sidang Ujian Skripsi

Surabaya, *20 Desember* 2025

Dosen Pembimbing I



Syafruddin Faisal Thohar, M. Psi.,
Psikolog.

NIP. 198505092020121008

Dosen Pembimbing II



Soffy Balgies, M.Psi., Psikolog

NIP. 197609222009122001

HALAMAN PENGESAHAN

SKRIPSI

PENGARUH *BODY DISSATISFACTION* TERHADAP STRES DENGAN *SELF-COMPASSION* SEBAGAI MODERATOR PADA WANITA PENGGUNA AKTIF TIKTOK

Yang Disusun oleh:
Aziezah Alawiyah
11020122060

Telah dipertahankan di depan Tim Penguji
Pada Tanggal 07 Januari 2026



Mengetahui,
Dekan Fakultas Psikologi dan Kesehatan

Prof. Dr. phil. Khoirun Niam
NIP. 197007251996031004
Susunan Tim Penguji
Penguji I

Syafruddin Faisal Thohar, M. Psi., Psikolog
NIP. 198505092020121008

Penguji II

Soffy Balgies, M. Psi., Psikolog
NIP. 197609222009122002

Penguji III

Lufiana Harnany Utami, S.Pd., M.Si
NIP. 197602272009122001

Penguji IV

Ika Mustika, M.Kes
NIP. 198702212014032004



KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax. 031-8413300
E-Mail: perpus@uinsby.ac.id

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Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Azizah Alawiyah
NIM : 11020122060
Fakultas/Jurusan : Psikologi dan Kesehatan / Psikologi
E-mail address : azizahalawiyah9@gmail.com

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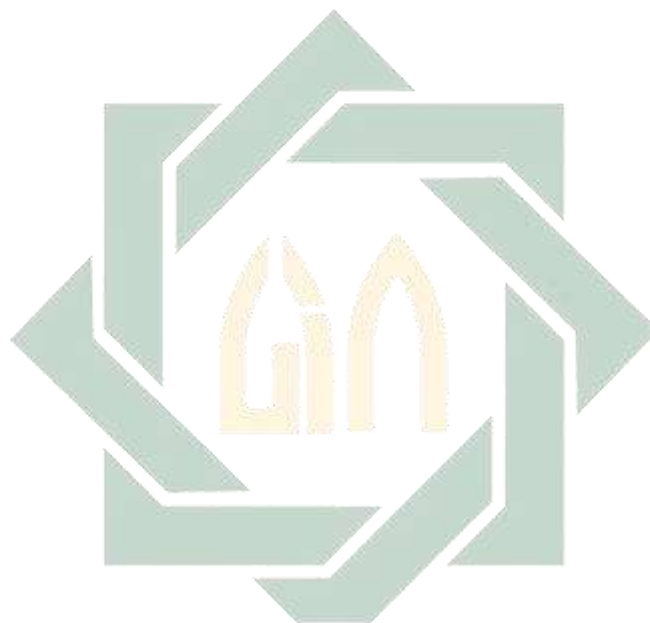
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INTISARI

Paparan konten visual mengenai standar tubuh ideal di media sosial TikTok menjadi salah satu faktor yang memicu stres pada wanita dewasa, khususnya pada individu yang mengalami ketidakpuasan terhadap tubuh akibat proses perbandingan sosial. Penelitian ini bertujuan untuk menganalisis pengaruh *body dissatisfaction* terhadap tingkat stres serta peran *self-compassion* sebagai variabel moderator pada wanita dewasa yang aktif menggunakan TikTok. Pendekatan kuantitatif dengan desain korelasional digunakan dengan melibatkan 361 wanita dewasa pengguna aktif TikTok yang dipilih melalui teknik *non-probability sampling* dengan metode *accidental sampling*. Pengumpulan data dilakukan menggunakan *Perceived Stress Scale* (PSS), *Body Image States Scale* (BISS), dan *Self-Compassion Scale* (SCS). Analisis data menggunakan regresi linear sederhana dan *Moderated Regression Analysis* (MRA). Hasil analisis menunjukkan bahwa *body dissatisfaction* berpengaruh signifikan terhadap tingkat stres ($p = 0,000$) dengan nilai koefisien determinasi sebesar 0,221, yang berarti bahwa *body dissatisfaction* menjelaskan 22,1% variasi tingkat stres. Selain itu, hasil uji MRA menunjukkan bahwa *self-compassion* secara signifikan memoderasi pengaruh *body dissatisfaction* terhadap stres ($p = 0,000$) dengan nilai koefisien sebesar 0,331, yang mengindikasikan bahwa model moderasi mampu menjelaskan 33,1% variasi tingkat stres. Hasil penelitian menunjukkan bahwa *body dissatisfaction* berpengaruh signifikan terhadap tingkat stres, serta *self-compassion* terbukti memoderasi pengaruh *body dissatisfaction* terhadap stres, sehingga tingkat *self-compassion* yang lebih tinggi dapat melemahkan dampak negatif ketidakpuasan terhadap tubuh terhadap stres pada wanita dewasa.

Kata kunci: ***body dissatisfaction*, *self-compassion*, stres, dewasa awal, TikTok**

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ABSTRACT

Exposure to visual content depicting ideal body standards on TikTok social media is one of the factors that may trigger stress among adult women, particularly individuals who experience body dissatisfaction as a result of social comparison processes. This study aims to examine the effect of body dissatisfaction on stress levels and the moderating role of self-compassion among adult women who actively use TikTok. A quantitative approach with a correlational design was employed, involving 361 adult female active TikTok users selected through non-probability sampling using an accidental sampling technique. Data were collected using the Perceived Stress Scale (PSS), Body Image States Scale (BISS), and Self-Compassion Scale (SCS). Data analysis was conducted using simple linear regression and Moderated Regression Analysis (MRA). The results indicated that body dissatisfaction had a significant effect on stress levels ($p = 0.000$), with a coefficient of determination of 0.221, indicating that body dissatisfaction accounted for 22.1% of the variance in stress levels. Furthermore, the MRA results showed that self-compassion significantly moderated the relationship between body dissatisfaction and stress ($p = 0.000$), with an R^2 value of 0.331, suggesting that the moderating model explained 33.1% of the variance in stress levels. Overall, the findings demonstrate that body dissatisfaction significantly affects stress levels and that higher levels of self-compassion can weaken the negative impact of body dissatisfaction on stress among adult women.

Keywords: *body dissatisfaction, self-compassion, stress, early adulthood, TikTok*

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UIN SUNAN AMPEL
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