

**PERAN *SELF-ESTEEM* DALAM MEMODERASI HUBUNGAN *UPWARD
SOCIAL COMPARISON* DENGAN *BODY DISSATISFACTION* PADA PRIA
DEWASA PENGGUNA MEDIA SOSIAL**

SKRIPSI



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2026

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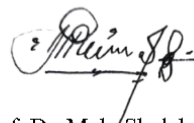
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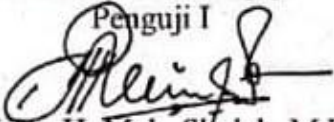
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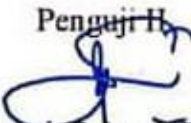
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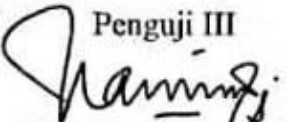
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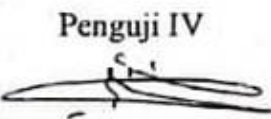
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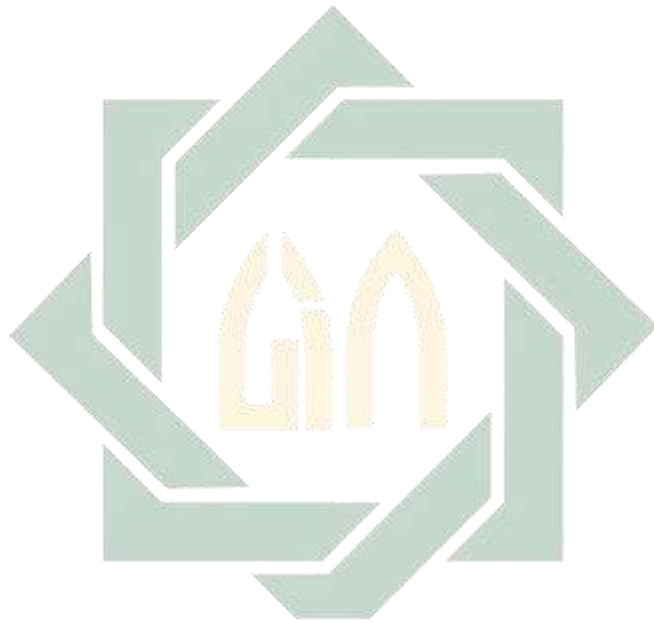
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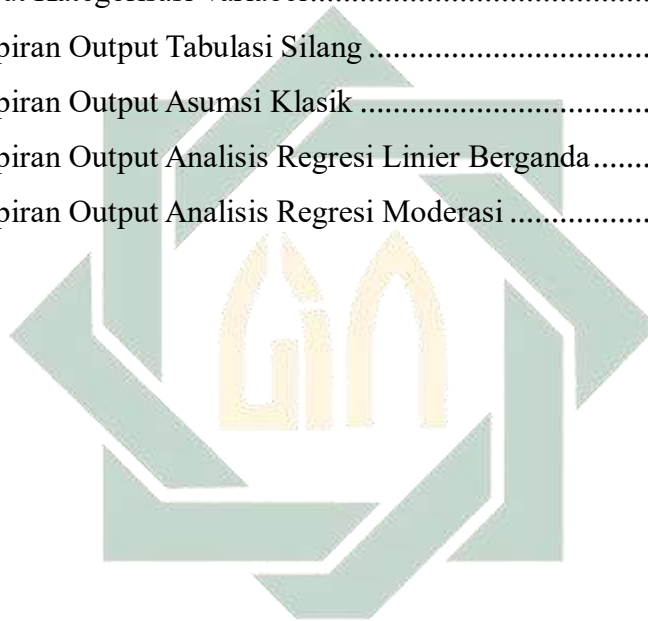
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ABSTRACT

This study aims to examine the effect of Upward Social Comparison on Body Dissatisfaction with Self-Esteem as a moderating variable. Body dissatisfaction refers to a negative evaluation of body shape and size, influenced by the tendency to compare oneself with idealized body standards on social media. Self-esteem is positioned as a protective factor and tested for its capacity to moderate the negative impact of upward social comparison on body satisfaction. The research method employed a quantitative approach with a survey design. Data were collected through questionnaires distributed to 133 adult male respondents who are active social media users across Indonesia. The instruments used include Male Body Attitudes Scale (MBAS), expanded Iowa–Netherlands Comparison Orientation Measure (INCOM), and State Self-Esteem Scale (SSES). Analysis was conducted using multiple linear regression and moderation regression analysis. The results indicate that upward comparison has a significant positive effect on body dissatisfaction, and self-esteem has a significant negative effect on body dissatisfaction. Self-esteem was not proven to moderate the relationship between upward comparison and body dissatisfaction, thus functioning as a predictor moderator. Based on these findings, it is recommended that adult male social media users be more selective in consuming idealized body content in order to reduce exposure to unrealistic upward comparison.

Keywords: *Upward Social Comparison, Body Dissatisfaction, Self-Esteem, Moderation, Adult Men, Social Media*

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