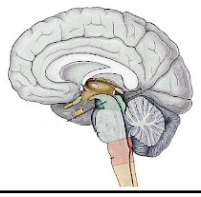
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The Relationship Between Body Image and Life Satisfaction Among Teenage Girls Who Use TikTok

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ABSTRACT

The body image problems experienced by adolescent girls are influenced by the development of social media which is very popular and in demand, namely the TikTok application. The purpose of this study was to determine whether there is a relationship between body image and life satisfaction in adolescent girls who use TikTok. This research design uses a cross-sectional design. The sample of this study were adolescent girls from SMA Negeri 1 Gondanglegi and SMK Cendika Bangsa Kepanjen totaling 135 respondents, but 100 respondents fit the criteria with the sampling technique, namely non-probability sampling using purposive sampling technique. This study has 2 variables, namely body image as measured by the MBSRQ-AS (Multidimensional Body Self Relation Questionnaire - Appearance Scales) questionnaire and life satisfaction as measured by the SWLS (Satisfaction With Life Scale) questionnaire. Data analysis using the Spearman test, the results of statistical tests with the Spearman's rho test obtained a p-value of 0.000 < α (0.05) so that there is a significant relationship between body image and life satisfaction in adolescent girls who use TikTok. The correlation value shows 0.767 which is a strong relationship. The correlation coefficient value (r) also shows that the variable is positive, so this states that there is a positive relationship between the body image variable and life satisfaction. It is hoped that young women have the awareness of being able to accept themselves well, can use and respond to TikTok content wisely and selectively and support from external factors such as education to young women is needed.

ABSTRACT

Body image problems experienced by adolescent girls are influenced by the development of a very popular and sought-after social media, namely the TikTok application. The purpose of this study was to determine whether there is a relationship between body image and life satisfaction in adolescent girls who use TikTok. This study used a cross-sectional design. The sample of this study was adolescent girls from SMA Negeri 1 Gondanglegi and SMK Cendika Bangsa Kepanjen, totaling 135 respondents, but 100 respondents who met the criteria with a non-probability sampling technique using a purposive sampling technique. This study has 2 variables, namely body image measured by the MBSRQ-AS (Multidimensional Body Self Relation Questionnaire - Appearance Scales) questionnaire and life satisfaction measured by the SWLS (Satisfaction With Life Scale) questionnaire. Data analysis used the Spearman test, the results of statistical tests with the Spearman's rho test obtained a p-value of 0.000 <α (0.05) so that there is a significant relationship between body image and life satisfaction in adolescent girls who use TikTok. The correlation value shows 0.767 which is a strong relationship. The correlation coefficient (r) also indicates a positive correlation between body image and life satisfaction. It is hoped that young women will develop self-awareness, be able to use and respond to TikTok content wisely and selectively, and receive support from external factors such as education.
Keywords: Body image, Life satisfaction, Adolescent girls, TikTok

1. INTRODUCTION

Adolescence is a time of assessment and new experiences in social, cognitive, emotional, psychological, and physical appearance. In adolescents aged 16 to 18, the most vulnerable age in development, adolescents strive to appear as attractive as possible to gain recognition and attraction. This is especially true for adolescent girls, as they place greater importance on physical appearance, beauty, and body image. Body image issues experienced by adolescent girls are influenced by the development of the highly popular and sought-after social media app, TikTok (Purwati, 2023). According to a report by We

Are Social, TikTok has 112.97 million users in Indonesia. TikTok allows users to share short videos covering a variety of topics, including beauty, physical appearance, and body image. This can affect adolescent girls' levels of life satisfaction with their bodies, leading to stress, depression, low self-confidence, low self-acceptance, and other mental health disorders. This concern aligns with the increasing rates of adolescent depression reported in various countries (Wilson & Dumornay, 2022).

Low levels of life satisfaction among adolescent girls are caused by frequent exposure to unrealistic physical appearance standards through the social media platform TikTok. This exposure can influence their perception of their physical appearance, as they perceive the images displayed on TikTok as perfectly perfect and thus constitute body goals. Maes and Vandenbosch's (2022) longitudinal study of adolescent girls demonstrated a link between Instagram and TikTok use and body image constructs over time. Bissonette Mink and Szymanski (2022) also found direct, indirect, and moderated relationships between TikTok use and body dissatisfaction. To date, there have been no optimal efforts to improve life satisfaction related to body image among adolescent girls who use TikTok. Therefore, educational efforts related to body image are needed to enable adolescent girls who use TikTok to better accept themselves.

Further evidence demonstrates the magnitude of this problem. According to the 2020 ZAP Beauty Index report, approximately 62.2% of Indonesian teenagers have been victims of body shaming during their lifetime, and nearly 50% feel insecure about their physical appearance. Furthermore, 59.7% of teenagers aged 16 to 18 are dissatisfied with their body shape. Research conducted in Malang Regency found that 52.2% of adolescent girls have a negative body image. Comparisons of physical appearance have also been shown to be associated with body dissatisfaction among female TikTok and Instagram users (Apriliani & Soetjiningsih, 2023), suggesting that comparison mechanisms with social media figures play a significant role in shaping adolescent body image.

The main factor that can influence levels of life satisfaction related to body image is social media, as it serves as a platform for advertising and promotion, one example being TikTok. Promotional content often features influencers advertising products, leading to negative impacts. Many TikTok influencers portray ideal body figures, often considered body goals. This exposure negatively impacts body image in adolescent girls. A theoretical explanation can be found in the tripartite influence model, which positions media, family, and peers as sources of influence on body dissatisfaction through the internalization of ideals and appearance comparisons (Roberts et al., 2022). A meta-analysis by Bonfanti et al. (2025) confirmed that social comparison on social media is associated with body image concerns and eating disorder symptoms. Using TikTok for one to two hours can influence adolescent girls to compare themselves to the influencers they view.

Based on this, it is hoped that young women will develop an awareness of self-acceptance, be able to use and respond to TikTok content wisely and selectively, so that they feel satisfied with their body image, grateful, happy, and have a positive life satisfaction. Thus, young women will not compare themselves to the body image standards held by others on TikTok. Based on this basis, researchers are interested in examining the relationship between body image and life satisfaction in young women who use TikTok at SMA Negeri 1 Gondanglegi and SMK Cendika Bangsa.

2. METHOD

This research is a quantitative study with a cross-sectional design. This research was conducted from December 2023 to January 2024 at SMA Negeri 1 Gondanglegi and SMK Cendika Bangsa. The variables in this study were body image and life satisfaction. The population in this study were all female TikTok users aged 16 to 18 years at SMA Negeri 1 Gondanglegi and SMK Cendika Bangsa. Sampling was carried out using a purposive sampling technique with criteria determined by the researcher, namely the inclusion criteria for female respondents who were willing to be respondents, users of TikTok and other social media, active and passive TikTok users, using TikTok as a reference for personal appearance, using TikTok for at least 1 year and using TikTok for at least 2 hours per day, while the exclusion criteria in this study were female respondents who were not willing to be respondents. Of the 135 female respondents, 100 respondents met the criteria and became the research sample. The questionnaire used to determine body image is the Multidimensional Body Self Relation Questionnaire-Appearance Scales (MBSRQ-AS) questionnaire adapted from Cash's theory and the type of statement is a Likert scale modified by the researcher totaling 20 statements, consisting of 14 favorable statements and 6 unfavorable statements. Meanwhile, to determine life satisfaction using the Satisfaction With Life Scale (SWLS) questionnaire adapted from Diener's theory and the type of statement is a Likert scale modified by the researcher totaling 17 statements, consisting of 14 favorable statements and 3 unfavorable statements. Data analysis used the Spearman's rho test with SPSS version 22. In this study, attention was paid to research ethics, namely informed consent, anonymity, confidentiality, justice, beneficence, and non-maleficence.

3. RESULTS AND DISCUSSION

The results obtained from the study are presented in characteristic distribution tables, frequencies, and analysis. Respondent characteristics are presented in Table 1, specific data on body image and life satisfaction in Table 2, correlation test results in Table 3, and a summary of the research flow and main results in Figure 1.

Table 1. Respondent Characteristics

Class	Characteristics	Frequency (F)	Percentage (%)
	Class X	60	60.0%
	Grade XI	28	28.0%
	Grade XII	12	12.0%
	Total	100	100.0%
Age	16 years	65	65.0%
	17 years	23	23.0%
	18 years	12	12.0%
	Total	100	100.0%
Media	TikTok	18	18.0%
	TikTok and Instagram	79	79.0%
	TikTok, Instagram and Facebook	3	3.0%
	Total	100	100.0%
Long Use	More than or equal to 1 year	100	100.0%
	Total	100	100.0%
Content	The physical appearance of everyone on TikTok	58	58.0%
	Skincare products (body care)	24	24.0%
	Lifestyle	18	18.0%
	Total	100	100.0%

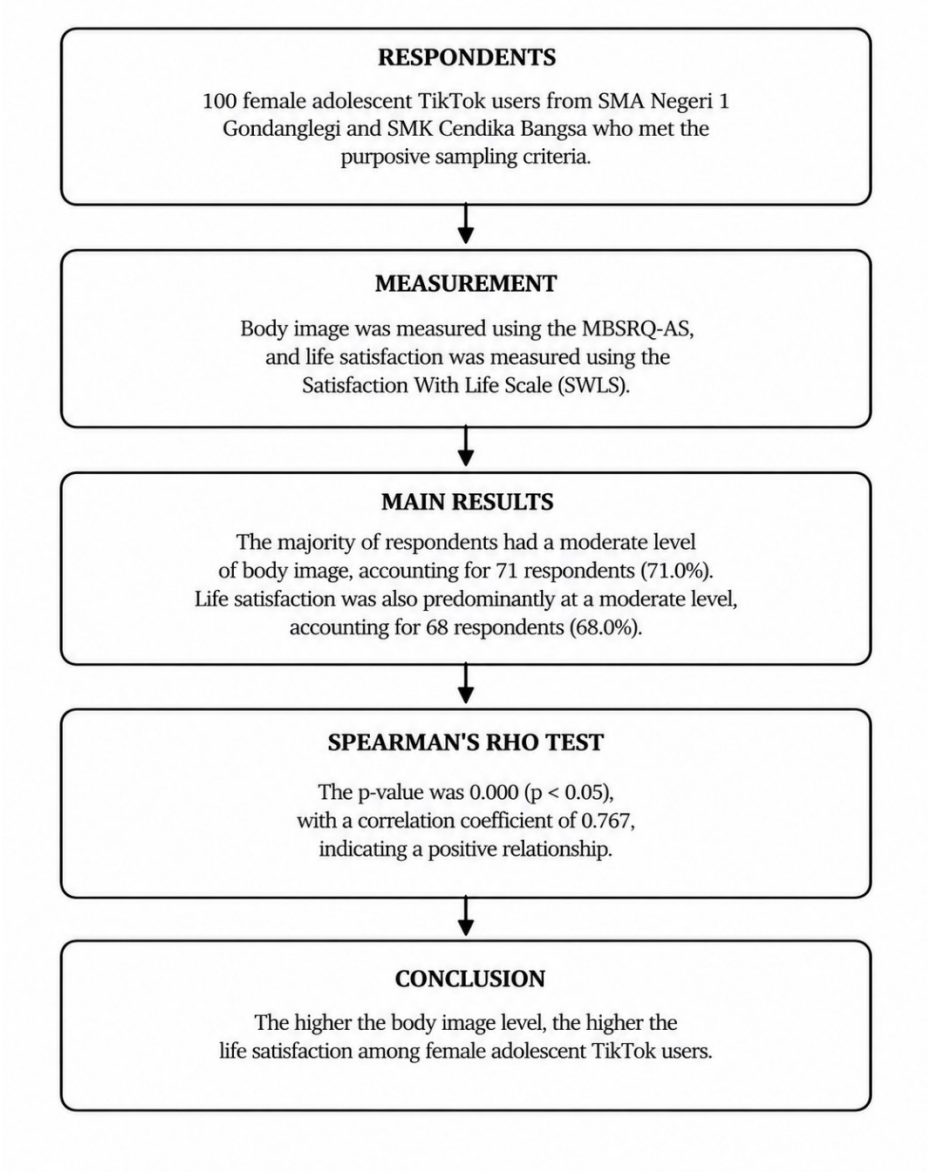
Table 2. Specific Data on Body Image and Life Satisfaction

	Category	Frequency (F)	Percentage (%)
Body Image	Low	18	18.0%
	Enough	71	71.0%
	Tall	11	11.0%
	Total	100	100.0%
Life Satisfaction	Low	16	16.0%
	Enough	68	68.0%
	Tall	16	16.0%
	Total	100	100.0%

Table 3. Results of Spearman Rho Correlation Analysis Test

	Life Satisfaction
Body Image	r = 0.767 P = 0.000 N = 100

Figure 1. Summary of the Flow and Results of the Research on the Relationship between Body Image and Life Satisfaction



Based on Table 1, it is known that most of the female teenagers in grade X are 60 people (60.0%), aged 16 years are 65 people (65.0%), the media used are TikTok and Instagram are 79 people (79.0%), the duration of use is more than or equal to 1 year is 100 people (100.0%), and the content used as a reference is the physical appearance of all people on TikTok is 58 people (58.0%). Based on Table 2, it is known that some female teenagers have a sufficient body image of 71 people (71.0%) and a sufficient life satisfaction of 68 people (68.0%). Based on Table 3, the results of the statistical test with the Spearman's rho test using SPSS version 22 obtained a p-value of 0.000 <α (0.05), so H1 is accepted, so there is a significant relationship between body image and life satisfaction in female teenagers who use TikTok. The Spearman's rho correlation value of 0.767 indicates a positive correlation with a strong relationship.

Based on the results of the body image study, of the total respondents of 100 female adolescents, the majority had a sufficient body image with a frequency of 71 respondents (71.0%), while in the low body image category there were 18 respondents (18.0%) and in the high body image category there were 11 respondents (11.0%). In the low category, respondents were in the appearance orientation aspect, which means that respondents did not have more attention to their appearance and did not have the desire to improve and enhance their appearance. In addition, there was also an aspect of body size categorization, where if having a fat body size it would cause a lack of confidence. The results of this study also showed that the reference used by female adolescents in body image was social media as many as 79 respondents (79.0%) and the content that influenced body image was the appearance of all characters on TikTok. This finding is in line with Fitriani and Purnomo (2023) who described the body image of female adolescents using TikTok social media at a level that was strongly influenced by the content consumed daily.

The results of this study align with the finding that frequent exposure to unrealistic physical appearance standards through TikTok social media can influence adolescents' perceptions of their own physiques, as they perceive TikTok as depicting a perfect physique, with a thin body being considered body goals. Information conveyed through TikTok visual content is delivered in video format, allowing female TikTok users to easily incorporate information related to their body appearance. According to the image superiority theory, images are more easily remembered than text. Therefore, TikTok content in the form of videos depicting the physical appearance of peers, celebrities, or strangers can influence a person's self-esteem, leading to the development of a negative body image. This appearance comparison mechanism is supported by Apriliani and Soetjiningsih (2023) and Bonfanti et al.'s (2025) meta-analysis, which links social comparison on social media with body image concerns.

Teenage girls who use TikTok and have an adequate body image are those who are satisfied with their bodies, know how to value themselves more, are grateful for their condition, and have self-confidence. Self-confidence means that adolescents feel satisfied with themselves, will take good care of their bodies, and can be classified as adolescent girls with a positive body image. Having a positive body image creates a positive perspective for evaluating and feeling accepted for who they are. Conversely, when an adolescent girl sees her body as not conforming to the concept of an ideal body, she considers herself inferior, making her unable to accept her situation. Such adolescent girls can become adolescent girls with a negative body image. Feelings of dissatisfaction with one's own body can also be interpreted as a negative body image. This dissatisfaction makes it difficult for adolescents to accept themselves. The link between body image

and self-confidence and self-acceptance is in line with Agustin and Rizal (2022) and Fitra et al. (2021) who found a relationship between self-esteem and body image in adolescent girls.

Based on the results of the life satisfaction study, of the total respondents of 100 adolescent girls, the majority had a moderate life satisfaction with a frequency of 68 respondents (68.0%), while in the low life satisfaction category there were 16 respondents (16.0%) and in the high life satisfaction category there were 16 respondents (16.0%). This indicates that adolescent girls have quite good life satisfaction. Life satisfaction plays an important role in the lives of adolescent girls. When an adolescent girl can accept herself, she can also accept her physical appearance with all its shortcomings and strengths. In the low category, respondents are in the aspect of satisfaction with their current life, which means that the respondents feel disappointed and are not satisfied with their current appearance. This study also shows that factors related to life satisfaction are social media with 79 respondents (79.0%) and content that influences life satisfaction is the appearance of all characters on TikTok. Optimism has been shown to contribute to shaping the body image of adolescent girls who use beauty products (Aisyah et al., 2023), which indicates that positive psychological factors go hand in hand with better body assessment.

Life satisfaction is a person's perspective and acceptance of everything in their life. Positive TikTok users will feel satisfied with their physical appearance, while negative users will not be able to respond and will not feel satisfied with their physique. Positive assessments of body shape create self-confidence and satisfaction with their body condition, so they feel no need to compare themselves with others (Aisyah et al., 2023). It can be concluded that adolescent girls who experience positive life satisfaction from TikTok social media will have satisfaction with themselves. The emergence of ideal standards originating from all figures in TikTok and other media will also not be the main reference in influencing adolescent girls' life satisfaction. Conversely, if an adolescent girl feels dissatisfied with her body, this can be interpreted as an individual with negative life satisfaction. The findings of Kesi et al. (2019) regarding the relationship between life satisfaction and envy in adolescent social media users, Sirajuddin et al. (2023) regarding self-esteem and life satisfaction of generation Z, and Margaretha (2023) regarding life satisfaction and fear of missing out, show that adolescent life satisfaction is indeed intertwined with their experiences on social media.

Based on the research results contained in the data analysis, body image is correlated with life satisfaction in adolescent female TikTok users. The r value = 0.767 indicates a strong correlation. The correlation coefficient (r) also indicates that this variable is positive, indicating a positive relationship between body image and life satisfaction. Therefore, a positive body image in adolescent female TikTok users will be followed by high life satisfaction. Conversely, if adolescent female TikTok users have a low or negative body image score, it means they have low life satisfaction. The direction of this relationship is consistent with the longitudinal study of Maes and Vandenbosch (2022) which linked TikTok and Instagram use with adolescent female body image constructs over time, as well as with Mahon and Hevey (2021) who showed that the way adolescents process body image on social media is related to their agency and active coping with appearance pressures.

However, the relationship between social media and adolescent well-being is not always straightforward. Marttila et al. (2021) found in a longitudinal analysis that problematic social media use was associated with loneliness and lower life satisfaction, while Mader et al. (2025) found that the influence

of social media use on adolescents' subjective well-being varied across individuals. Marciano and Viswanath (2023) note that social media can also support flourishing when used actively and meaningfully. This framework helps to interpret the research findings more holistically: what is related to life satisfaction is not simply the amount of time adolescents spend on TikTok, but rather how they perceive their bodies amidst the content they consume. Body image thus acts as a bridge between social media experiences and life satisfaction.

The link between body image and health behaviors adds an additional dimension. Eck et al. (2022) found that body dissatisfaction in young women was related to eating habits, weight-related behaviors, and overall health. In Indonesia, Andini et al. (2023) linked body image and intensity of social media use to adolescent girls' eating habits, while Rahman and Dina (2025) linked body image, social media intensity, diet quality, physical activity, and nutritional status. Ward et al. (2023) added that social media use is associated with self-sexualization in adolescent girls, expanding the risk of body image from mere dissatisfaction to self-objectification. Harriger et al. (2023) emphasized that research on social media and body image, including TikTok, needs to move toward understanding mechanisms and interventions, rather than simply mapping relationships.

The implications of these findings for nursing practice and school health are clear. Body image education needs to be part of adolescent health promotion, emphasizing self-acceptance, thoughtful and selective use of TikTok, and the ability to filter appearance-related content. Taibi et al. (2023) demonstrated that social media literacy can support adolescents' conscious social media use and improve their psychological well-being. Paraskeva et al. (2024) explored the use of influencers to deliver first-line digital interventions for improving body image in adolescent girls, a promising approach because it reaches adolescents through the influencers they follow. External support, such as education, is therefore necessary for adolescent girls to feel satisfied with their physical appearance, feel grateful, happy, and achieve positive life satisfaction, without comparing themselves to the standards portrayed by all TikTok influencers.

Several limitations should be noted. The cross-sectional design prevents the associations found from being interpreted as causal; the relationship could also be in the opposite direction, with adolescents with low life satisfaction evaluating their bodies more negatively. Purposive sampling in two schools limits the generalizability of the findings to the broader population of adolescent girls. Measurements of body image and life satisfaction relied on a modified self-report questionnaire, thus potentially biasing responses. Other potentially related variables, such as self-esteem, family and peer support, and intensity of social media use other than TikTok, were not controlled for in the analysis. These limitations are important considerations for interpreting the results and designing further research.

4. CONCLUSIONS AND SUGGESTIONS

Based on the results of the data analysis that researchers have obtained from the calculation of the questionnaire that has been distributed about the relationship between body image and life satisfaction in female adolescent users of TikTok at SMA Negeri 1 Gondanglegi and SMK Cendika Bangsa, it can be concluded as follows: the body image of female adolescent users of TikTok is mostly in the sufficient category (71.0%); the life satisfaction of female adolescent users of TikTok is mostly in the sufficient category (68.0%); and body image has a significant relationship with the life satisfaction of female

adolescent users of TikTok, with a strong positive correlation (r = 0.767; p = 0.000). The higher the body image, the higher the life satisfaction of female adolescent users of TikTok, and vice versa.

For adolescent girls, it is hoped that they will develop self-awareness and positive self-acceptance, using and responding to TikTok content wisely and selectively, so they feel satisfied with their physical appearance, grateful, and happy. Schools and healthcare professionals should consider including body image education and social media literacy in adolescent health promotion activities, given that most respondents' appearance references come from social media.

For future researchers, it is recommended to use a longitudinal or experimental design to explore the direction of the relationship, expand the location and number of samples, and include intermediary variables such as social comparison, internalization of appearance ideals, and self-esteem so that the mechanism of the relationship between body image and life satisfaction can be explained more completely.

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