

ABSTRAK

PERBEDAAN *BODY DISSATISFACTION*, KECENDERUNGAN *EATING DISORDERS*, DAN KUALITAS TIDUR PADA PENGGEMAR *K-POP* DAN *NON K-POP* (Studi pada Perempuan Berusia 20-25 Tahun di Indonesia)

Latar Belakang: Penggemar *K-pop* di Indonesia didominasi oleh 92,1% perempuan berusia 20-25 tahun. Penggunaan media sosial berlebih pada penggemar *K-pop* menjadi salah satu penyebab terjadinya *body dissatisfaction*, kecenderungan *eating disorders*, dan kualitas tidur. Tujuan penelitian ini untuk mengetahui perbedaan *body dissatisfaction*, kecenderungan *eating disorders*, dan kualitas tidur pada perempuan berusia 20-25 tahun penggemar *K-pop* dan non *K-pop* di Indonesia.

Metodologi: Studi analitik observasional dengan metode *cross sectional* pada 109 penggemar *K-pop* dan 106 penggemar non *K-pop* berusia 20-25 tahun di Indonesia menggunakan teknik *consecutive sampling*. Penelitian ini dilakukan secara daring dengan *google form*. Data *body satisfaction*, kecenderungan *eating disorders*, dan kualitas tidur diukur menggunakan kuesioner *body dissatisfaction scale*, *eating attitude test-26*, dan *pittsburgh sleep quality indeks* (PSQI). Analisis bivariat menggunakan uji *Chi-Square*.

Hasil Penelitian: Hasil penelitian menunjukkan *body dissatisfaction* penggemar *K-pop* tinggi (72,5%) dan penggemar non *K-pop* rendah (63,2%). Penggemar *K-pop* memiliki kecenderungan *eating disorders* (62,4%) dan penggemar non *K-pop* tidak memiliki kecenderungan *eating disorders*. Kualitas tidur pada penggemar *K-pop* (85,3%) dan penggemar non *K-pop* (78,3%) buruk. Terdapat perbedaan signifikan pada *body dissatisfaction* ($p=0,0001$) dan kecenderungan *eating disorders* ($p=0,0001$). Tidak terdapat perbedaan signifikan pada kualitas tidur ($p=0,182$) antara penggemar *K-pop* dan penggemar non *K-pop* di Indonesia.

Kesimpulan: Terdapat perbedaan pada *body dissatisfaction* dan kecenderungan *eating disorders* serta tidak terdapat perbedaan kualitas tidur perempuan penggemar *K-pop* dan penggemar non *K-pop* di Indonesia.

Kata kunci: *Body dissatisfaction*, *eating disorders*, kualitas tidur, penggemar *K-pop*, penggemar non *K-pop*

ABSTRACT

DIFFERENCES IN BODY DISSATISFACTION, TENDENCY OF EATING DISORDERS, AND SLEEP QUALITY IN K-POP AND NON-K-POP FANS (A Study on 20-25 Year Old Women in Indonesia)

Background: K-pop fans are predominantly 92.1% women aged 20-25 years in Indonesia. Excessive social media use among these fans is linked to body dissatisfaction, a higher likelihood of eating disorders, and poor sleep quality. This study aims to examine the differences in body dissatisfaction, eating disorder tendencies, and sleep quality between K-pop fans and non-fans in this age group.

Methods: The study employed an observational analytic approach with a cross-sectional design, involving 109 K-pop fans and 106 non-K-pop fans. Participants were collected online using google forms and selected through consecutive sampling. Measures included the body dissatisfaction scale questionnaire, eating attitude test-26, and pittsburgh sleep quality index. Statistical analysis utilized the Chi-Square test..

Results: The data indicate that K-pop fans experience higher body dissatisfaction (72.5%) compared to non-K-pop fans (63.2%). Additionally, K-pop fans show a higher tendency towards eating disorders (62.4%), while non-K-pop fans do not. Furthermore, sleep quality is poorer among K-pop fans (85.3%) compared to non-K-pop fans (78.3%). Significant differences were found in body dissatisfaction ($p=0,0001$) and eating disorder tendencies ($p=0,0001$) between the two groups. However, there was no significant difference in sleep quality ($p=0,182$) between female K-pop fans and non-K-pop fans in Indonesia..

Conclusion: There are differences in body dissatisfaction and tendency to eating disorders and there are no differences in sleep quality between female K-pop fans and non-K-pop fans in Indonesia.

Keywords: Body dissatisfaction, eating disorders, sleep quality, K-pop fans, non-K-pop fans.