

# The Relationship Between Brands' Usage and The Body Image of Young Indonesian Women

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## Abstract

Marketing activities by brand on Instagram have an impact on women's body image because the models used by brand tend to represent a standard of beauty that exists in society. However, brand have started using models of all body shapes and sizes to meet the demands of consumers on social media in recent years. This study aims to determine whether there is a relationship between the use of social media Instagram by brand and the body image of young Indonesian women by using the Agenda Setting theory, Body Image through the Multidimensional Body Self Relation Questionnaire-Appearance Scale (MBSRQ-AS). Data for quantitative research were obtained by distributing online questionnaires to young women aged 18-24 years who live in the areas of Jakarta, Bogor, Depok, Tangerang and Bekasi who are active Instagram users through a non-probability sampling technique. Research result states that a relationship between brands' usage of social media (Instagram) and the body image of young Indonesian women was formed when they were exposed to marketing content featuring models with thin bodies as well as various body shapes and sizes. In addition, they also formed a perception on the content in regard to their needs, interests, and if they found the model 'interesting'. However, the usage of Instagram by brand did not appear to have a relationship with the behavior of young women as most respondents almost never exercised excessively or limited their diet after seeing the brands' content.

**Keywords:** Body Image, Brands, Instagram, Social Media

## Abstrak

Kegiatan pemasaran oleh merek di Instagram mempunyai dampak terhadap citra tubuh perempuan karena model yang digunakan oleh merek cenderung merepresentasikan suatu standar kecantikan yang ada di masyarakat. Namun, merek mulai menggunakan model dengan beragam bentuk dan ukuran tubuh untuk memenuhi tuntutan konsumen di media sosial dalam beberapa tahun terakhir. Penelitian ini bertujuan untuk mengetahui apakah terdapat hubungan antara penggunaan media sosial Instagram oleh merek dan citra tubuh perempuan muda Indonesia dengan menggunakan teori Agenda Setting, Citra Tubuh melalui Multidimensional Body Self Relation Questionnaire-Appearance Scale (MBSRQ-AS). Data untuk penelitian kuantitatif diperoleh dengan menyebarkan kuesioner secara daring kepada remaja putri berusia 18-24 tahun yang berdomisili di wilayah Jakarta, Bogor, Depok, Tangerang, dan Bekasi yang merupakan pengguna aktif Instagram melalui teknik nonprobability sampling. Hasil penelitian menunjukkan bahwa hubungan antara penggunaan media sosial merek (Instagram) dan citra tubuh wanita muda Indonesia terbentuk ketika mereka terpapar konten pemasaran yang menampilkan model dengan tubuh kurus serta berbagai bentuk dan ukuran tubuh. Selain itu, mereka juga membentuk persepsi tentang konten terkait dengan kebutuhan, minat, dan jika mereka menganggap model yang ditampilkan 'menarik'. Namun, penggunaan Instagram oleh merek ternyata tidak memiliki hubungan dengan perilaku remaja putri karena sebagian besar responden hampir tidak pernah berolahraga berlebihan atau membatasi pola makan setelah melihat konten merek tersebut.

**Kata kunci:** Citra Tubuh, Instagram, Media Sosial, Merek

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## INTRODUCTION

Social media has become a prevalent presence among the broad masses of people along with the development of digitalization. According to the findings of We Are Social and Hootsuite (Kemp, 2022), there are approximately 4.62 billion active social media users around the globe by January 2022. Indonesia specifically is home to as many as 191.4 million active social media users, with its internet penetration reaching 73.7% of the total population and majority of the users domiciling in the areas of Java, namely by 56.4%. In addition, the 'Urban' area, also known as the Provincial Capital, reported to have a higher penetration rate compared to its provincial and national counterparts with the average of 73.7%. For instance, Jakarta reported to have up to 85% of internet penetration rate.

There are numerous reasons as to why people use social media, but, each reason falls into three main functions: to interact with others with no regards of distance and time, to spread information to an audience, and to build a positive image. With those reasons in mind, people use various social media platforms to reach their respective agendas. Every social media platform has reached its peak at a certain period of time, but in this digital age, Instagram considered as one of the most well-known social media platforms in the world, especially in Indonesia with a total of 91.77 million users by July 2021. Majority of them are women, ranging between the ages of 18 to 24. Napoleon Cat (2020) supports the finding based on a report that 51% of Instagram users in Indonesia are women between the ages of 18 to 24 as of January 2020.

Due to its widespread popularity, Instagram becomes an effective space for businesses and various industries to advertise their products to their respective target markets. As such, a marketing strategy taking place on Instagram tends to highlight each business or industry's strengths. For the fashion industry, their usage of models plays a pivotal role in their strategy. Since the 20<sup>th</sup> and early 21<sup>st</sup>

century, the industry is known for utilizing highly attractive models (HAM) with thin or 'ideal' bodies driven by the existence of the 'thin sells' paradigm: a belief that the persuasive effect of a marketing strategy is proportional to the physical attractiveness of the model. Several brand, such as Abercrombie & Fitch, have consistently implemented their exclusive and body shaming marketing strategy by using only ideal-bodied models (Huffman, 2020). Moreover, the brand was a target of public outrage in 2013 for refusing to produce clothes for plus-sized women, as stated by former CEO of Abercrombie & Fitch, Mike Jeffries (Levinson, 2013).

Even so, there has been a turnaround in recent years, in which the fashion industry has started utilizing models with diverse body shapes and sizes to appease consumers' demands as well as support the body positivity movement. Aerie, the sub-brand of American Eagle Outfitters, became one of the leading brand in terms of a body-inclusive marketing strategy with the launch of their #AerieREAL campaign in 2014 and their selection of models used in their marketing content. As a result, Aerie's profits increased up to 26% in 2016 (Colon, 2016).

In addition to increasing consumer interest and alleviating purchase power, the display of a model's body on Instagram has the ability to influence the body image of young women. Previous study by Ho Chi Minh Open University in 2013 (Nguyen, 2013) has examined the impact of such imageries in the context of Vietnamese people, that the usage of models with thin or 'ideal' bodies causes women to feel insecure as well as compare themselves to the models (Nguyen, 2013). The phenomenon highlighted by the concept of 'body goals' on Instagram, which also increases body dissatisfaction among young women. According to a recent study by Psychology Today, young women who actively use Instagram tend to think about and compare their physical appearance to other users (Engeln, 2020). The behavior has strong

relations to body image and can lead to growing anxiety about weight as well as eating disorders (Aristantya & Helmi, 2019).

In sum, this study examined whether or not there is a relationship between brands' usage of social media (Instagram) and the body image of young Indonesian women.

## LITERATURE REVIEWS

### New Media

The existence of new media has encouraged a change in communication tools for the public. Since then, the Internet plays a crucial role in the delivering and acquiring of information as a consequence of new media being the product of digital technology's growth over the years. There are three main characteristics that mark the presence of new media, namely fluidity, individual connectivity, and serves as a mean to share roles of control and freedom (Romli, 2018). Examples of new media include social media, computer games, and websites.

### Social Media

Each and every form of new media has their own usages, but when it comes to popularity, social media is the most well-known with a total of 4.2 billion active users in the beginning of 2021. Social media, according to Nantingkaseh (2020), is a group of internet-based applications that can utilize to create and exchange useful information developed by users – a concept known as user-generated content. Moreover, social media has three main functions, namely, to expand social interaction using the internet and technology; to change the practice of one-way communication into a practice of dialogical communication between multiple audiences; and to support the democratization of knowledge and information as well as transform people into information creators (Gustam, 2015).

As believed by Purnama (Priana et al., 2022), social media has four main characteristics: (1) Reach, which refers to social media's capability of reaching the

masses from a small scale to a global scale; (2) Accessibility, which refers to how effortless the masses can access social media; (3) Usage, which refers to the uncomplicated nature of social media usage since the masses can use the platform without having any prior training and skill set; and (4) Consistency, which refers to social media's capability of changing comments in a quick and simple way amid control.

### The Categories of Social Media

Puntoadi (Purbohastuti, 2017) divided social media into six categories: (1) Bookmarking, which allows users to save and/or share a link from a certain site; (2) Content Sharing, which allows users to create and publish various forms of content; (3) Wiki, which is a site with numerous characteristics depending on the wants and needs of users; (4) Flickr, which serves as a platform for experts in the field of photography around the world to share their photographs; (5) Creating Opinion, which gives users an opportunity to convey their opinions and thoughts to a wide range of community; and (6) Social Networks, which allows users to build relations and interact with each other in the digital realm through several features made available.

Nonetheless, it would be impossible to deny the fact that the function of Social Networks is no longer only to interact as there are brand that use this form of social media to create and share content to a community of customers and potential buyers. For example, most if not all fashion brand use Instagram to advertise their products to their target market.

### Instagram

Instagram is an example of the aforementioned category of social media called Social Networks. The name 'Instagram' originates from the words "instant orinsta," which refers to a polaroid camera that was formerly known as "instant photos", and "grams", which comes from the word "telegram" – an application used for

sending messages to another person in a quick manner. Based on these two meanings, Instagram defined as an internet-based application that allows users to upload and view posts in the form of photographs and videos. In addition, users can also give likes and share the post instantly.

### **Agenda Setting Theory**

Agenda setting theory, as Littlejohn and Foss often reiterated, postulates that the media plays a pivotal role in forming an important picture or issue in the minds of the people (Ritonga, 2018). According to this theory, the media as a powerful force that can influence opinions and behaviors through the information it conveys. However, this doesn't mean that people don't have the same power as the media. In the selective exposure hypothesis, McCombs and Shaw stated that humans tend to see and read information that is in line with the beliefs they have throughout their lives (Ritonga, 2018). This trend shows that people have the power and freedom to choose, sort, and receive messages from the media.

There are several propositions that fall under the agenda setting theory, but the one most suitable within the context of this study is called media agenda. The proposition has three main dimensions: (1) Visibility, which refers to an information's level of prominence; (2) Audience Salience, which refers to an information's level of prominence and relevance to an individual's needs; and (3) Valence, which refers to whether or not an individual finds the delivery of the information pleasant (Juditha, 2019). Although the theory is used to measure conventional media, the agenda setting theory can also measure social media agenda due to the influence the platform has on the minds and actions of the people.

### **Body Image**

Chaplin defined body image as "one of the aspects of self-concept which is an individual's awareness of their own body, is a reflection of the individual's body and the individual's experience with their own body" (Samosir & Sawitri, 2015). Meanwhile,

Gardner stated that body image is a picture one has in their mind about the appearance of their body, such as size and shape, as well as the attitude formed by a person towards the various characteristics of their body (Mukhlis, 2013). Gardner's definition of body image implies the existence of two main components, namely the perceptual component and the attitude component. Perceptual component refers to the view that a person has for their own body, whereas the attitude component refers to the feelings a person has towards the appearance of the body they are perceiving.

Body image goes rather hand in hand with self-esteem, in which both aspects influence one another depending on their tonality (Sari et al., 2021). If someone has a positive sense of self regarding their body, a positive self-esteem will be generated. They are more likely to experience contentment with themselves and their body. In contrast, a negative self-esteem will be generated if someone has a negative sense of self regarding their body. They are more feasible to experiencing dissatisfaction with themselves, their body, and ultimately, their life. The body becomes a tool to measure someone's attractiveness inasmuch as the person who perceives their body as 'inadequate' feels imperfect as a human.

### **Aspects of Body Image**

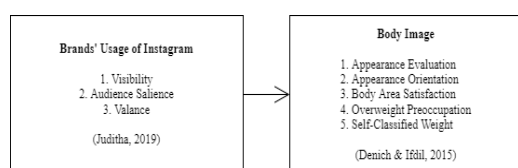
Multidimensional Body Self Relation Questionnaire-Appearance Scale (MBSRQ-AS) by Cash and Puzinsky (Denich & Ildil, 2015) is often utilized to dissect and measure the many layers of body image, namely their perception on the overall appearance of their bodies (Appearance Evaluation), their attention to their own appearance (Appearance Orientation), their satisfaction level to each body part (Body Area Satisfaction), their worries of weight gain (Overweight Preoccupation), and how they would classify their weight (Self-Classified Weight).

### **The Concept of Body Goals or Ideal Body Image**

Beauty is a combination of physical beauty, which includes a beautiful face and an ideal body, as well as inner beauty, which includes the beauty of the heart and the mind (Prahmadhani, 2007). Often used to describe women, the standards of beauty have conducted by society from then until now. The standards have changed according to what people think as interesting at the time period. In the 1920s, for instance, women considered beautiful if they were flat-chested and small-hipped with an androgynous look. However, what society perceived as beauty changed in the 1930s, when women with a full body shape, big hips, and big breasts are the epitome of beauty.

In recent times, the standards of beauty for the female body have become synonymous with the concept of 'body goals' or 'ideal body image,' which is widely promoted through social media, especially Instagram, at the beginning of the 21<sup>st</sup> century. The concept refers to the pressure on women to make their body shape and size similar to the target female body that an 'ideal' by society, such as the body of various fashion models and social media influencers. In Indonesia, academician Muzayin Nazarudin stated that Indonesian women are considered to be 'beautiful' or 'ideal' if they have a tall and slim body (Kartika, 2021).

### Theoretical Framework



**Figure 1. Theoretical Framework of the Relationship Between Brands' Usage of Instagram and the Body Image of Young Indonesian Women**

Accordingly, the agenda setting theory was to understand the relationship between brands' usage of social media (Instagram) and the body image of young Indonesian women. Using one of its prepositions called media agenda, researchers used the three main dimensions consisting of Visibility,

Audience Salience, and Valance to measure brands' social media agenda. This agenda can be in the form of ideas about a topic, phenomenon, and/or event, which can then trigger a change in public opinion and action. Thenceforth, the Multidimensional Body Self Relation Questionnaire-Appearance Scale (MBSRQ) was to find out how the agenda that brands' have set with their marketing content on Instagram, especially the usage of models, can influence the body image of young Indonesian women. Their body image may improve or deteriorate, depending on how they perceive said content.

Seeing that the focus of the study is on the agenda being set by fashion brand through their content on Instagram, there are two differing agendas as follows: (1) if the models only have thin or 'ideal' bodies, then the brand has set an agenda that beauty only has one look and women have to be slim in order to be considered as beautiful; and (2) if the models have diverse body shapes and sizes, then the brand has set an agenda that beauty does not only have one look and all women's bodies are good or 'ideal'.

Based on the explanation of theories and framework above, the hypothesis is that there is a relationship between brands' usage of social media (Instagram) and the body image of young Indonesian women.

## METHOD

### Study Design

This study adopted the quantitative method to test the hypothesis. According to Creswell (2012), the quantitative method is most suitable for testing a particular theory by means of examining the relationship between variables, in which these variables are measured so the numerical data can be analyzed using statistical procedures. All things considered, the method is used to determine if there was a relationship between brands' usage of Instagram (independent variable) and the body image of young Indonesian women (dependent variable). The independent variable measured by using the agenda setting

theory, whereas the dependent variable measured by using Multidimensional Body Self Relation Questionnaire-Appearance Scale (MBSRQ-AS).

### Participants

For the participants, researchers picked young women in Indonesia. Selection of Respondents was through non-probability sampling, a technique that "does not provide the same opportunities for each element or member of the population to be selected as a sample" (Sugiyono, 2016). The inclusion criteria of respondents are women between the ages of 18 to 24 domiciled in the areas of Jakarta, Bogor, Depok, Tangerang, and Bekasi who are active Instagram users.

Accordingly, researchers utilized the Lemeshow formula to determine the number of samples needed considering that the number of population in this study is unknown or infinite. Therefore, the present study consisted of 97 individuals, which is the result of rounding up from 96.4. Researchers made the decision to round up the figure due to Lemeshow having a 95% significance, hence the value of Z required to be 1.96.

### Sampling Method

In this study, researchers chose to utilize questionnaire as the data collection method. Referring to the views of Creswell, a questionnaire is a method that requires respondents to fill in questions or statements and submit it to the researcher after completion (Sugiyono, 2016). The survey was virtually conducted using Google Forms to simplify the process of disseminating the questionnaire to respondents in various areas.

The duration for completing the questionnaire took around 10 to 15 minutes. Before starting the survey, respondents had to fill the consent form on the first page, that their participation is voluntary, and the information are kept confidential. After stating their agreement, respondents directed to the second page to fill in their demographic data, followed by several pages

of questionnaire statements to assess their perception of brands' Instagram content showcasing 'ideal' bodies and diverse bodies as well as their opinion on their own bodies after seeing such content.

In addition, researchers used the Likert scale to measure the respondents' answers. According to Sugiyono (2016), the scale to "measure attitudes, opinions, and perceptions of a person or a group about an event or a social phenomenon". The answers of each instrument ranged from 1 to 5, with one representing strong negative feelings or disagreement and five representing strong positive feelings or agreement.

### Instruments

#### Demographic Data

Demographic data collected from participants who filled in the questionnaire. This allowed researchers to gather background information of each participant as well as determine whether or not they are part of the targeted sample. In this section, participants had to fill in their name, age, domicile, e-mail, and Instagram username. Participants could also fill in their phone number if they wish to participate in a giveaway worth of IDR 500.000 for five winners.

#### Agenda Setting

Agenda Setting is a self-report, five-point Likert scale ranging from one or "Strongly Disagree" to five or "Strongly Agree." It consists of 13 items indicating the amount and level of prominence a brand's Instagram content is in the eyes of an individual, the level of prominence and relevancy a content has in relation to an individual's needs, and whether or not an individual finds the delivery of the content to be pleasant. Agenda Setting has an internal consistency of Cronbach's Alpha .892, which means that the test has a high reliability level.

#### Body Image

Multidimensional Body Self Relation Questionnaire-Appearance Scale (MBSRQ-AS) measured the degree to which participants were satisfied with their bodies

after perceiving a brand's content on Instagram. Participants responded to a 30-item test assessing their view on their overall appearance, their attention to their appearance and the efforts they do to fix or elevate their appearance, their satisfaction level towards various parts of their bodies, their feelings of worry about weight gain and tendency to limit food intake, and the category they placed their bodies in, all after perceiving a brand's content on Instagram. The test is a five-point Likert scale ranging from one or "Strongly Disagree" to 5 or "Strongly Agree". In addition, the test has a perfect internal consistency of Cronbach's Alpha .939.

#### Procedure

Prior to the study's official survey, researchers disseminated a questionnaire through Google Forms to 30 individuals in order to test its validity and reliability. Using IBM SPSS Statistics 25, data were analyzed using the Pearson Product Moment Correlation formula. Researchers conducted the validity test three times in the span of three weeks due to the lack of neutrality and clarity in the statements presented. On the third attempt, the data from the first 30 respondents were deemed as valid and reliable, and researchers continued to disseminate the questionnaire to 87 other individuals with the total number of 110 respondents. Researchers then conducted a screening and elimination process to ensure the quality of the data as well as limit the number of respondents to 97 only. There were approximately 13 answers deleted since the respondents did not fit the aforementioned criteria and did not understand the definitions mentioned in the questionnaire, such as 'ideal' body and body shapes or sizes.

The survey data then uploaded to IBM SPSS Statistics 25 in order for several tests to be conducted, namely the Kolmogorov-Smirnov (K-S) test for normality and linearity test, followed by the Pearson Correlation analysis and a coefficient of determination test. In addition, researchers also calculated

the mean and overall mean score of the data.

## FINDINGS AND DISCUSSIONS

As previously mentioned, the participants of this study are young Indonesian women. Researchers were able to map all 97 participants into several age categories ranging from 18 to 24 years old as shown in Table 1. In this study, all age categories in the range represented with the ages of 21 to 22 making up 55% of the total 97 respondents. Similarly, Jakarta is the domicile as many as 52 respondents or 53.6% of the total respondents, and even though the respondents were not evenly distributed, each area has its own representative.

Characteristic		Frequency	Percentage
Age	18	14	14.4%
	19	9	9.3%
	20	11	11.3%
	21	31	32%
	22	22	22.7%
	23	2	2.1%
	24	8	8.2%
	<b>Total</b>	<b>97</b>	<b>100%</b>
Domicile	Jakarta	52	53.6%
	Bogor	10	10.3%
	Depok	5	5.2%
	Tangerang	16	16.55
	Bekasi	14	14.4%
	<b>Total</b>	<b>97</b>	<b>100%</b>

**Table 1. Frequency and Percentage of Demographic Profile**

By utilizing Microsoft Excel 2021, researchers were able to determine the mean score of each dimension in both variables. For the independent variable, all three dimensions of agenda setting highlighted an average value greater than 3.41 as shown in Table 2, 3, and 4. The results interpret average respondents agree with the statements assigned to all three dimensions of the independent variable, consisting of Visibility, Audience Salience, and Valence.

Dimension	Code	N	Mean Score	Description
Visibility	X-1	97	4,25	Strongly Agree
	X-5	97	3,66	Agree
	X-9	97	4,18	Agree
	X-10	97	3,49	Agree
	Total	97	3,89	Agree

**Table 2. Mean Score of Visibility Dimension (Independent Variable)**

Dimension	Code	N	Mean Score	Description
Audience Saliency	X-2	97	3,37	Neutral
	X-3	97	3,13	Neutral
	X-6	97	3,82	Agree
	X-7	97	3,90	Agree
	X-11	97	3,89	Agree
	X-12	97	3,79	Agree
	Total	97	3,65	Agree

**Table 3. Mean Score of Audience Saliency Dimension (Independent Variable)**

Dimension	Code	N	Mean Score	Description
Valance	X-4	97	3,68	Agree
	X-8	97	4,12	Agree
	X-13	97	4,13	Agree
	Total	97	3,98	Agree

**Table 4. Mean Score of Valance Dimension (Independent Variable)**

On the contrary, only one dimension in the dependent variable displayed an average value greater than 3,41 as shown in Table 5, which was interpreted that average respondents agree with the statements assigned to the Appearance Orientation dimension.

Dimension	Code	N	Mean Score	Description
Appearance Orientation	Y-3	97	2,95	Neutral
	Y-11	97	3,44	Agree
	Y-12	97	3,73	Agree
	Y-22	97	3,59	Agree
	Y-23	97	3,55	Agree
	Total	97	3,45	Agree

**Table 5. Mean Score of Appearance Orientation Dimension (Dependent Variable)**

As for the other four dimensions, they showcased an average value greater than

2,61 as can be seen in Table 6, 7, 8, and 9. The results can be interpreted as average respondents feeling neutral to the statements assigned to the 4 dimensions of the dependent variable, consisting of Appearance Evaluation, Body Area Satisfaction, Overweight Preoccupation, and Self-Classified Weight.

Dimension	Code	N	Mean Score	Description
Appearance Evaluation	Y-1	97	3,13	Neutral
	Y-2	97	2,99	Neutral
	Y-10	97	3,47	Agree
	Y-21	97	3,72	Agree
	Total	97	3,33	Neutral

**Table 6. Mean Score of Appearance Evaluation Dimension (Dependent Variable)**

Dimension	Code	N	Mean Score	Description
Body Area Satisfaction	Y-4	97	3,01	Neutral
	Y-5	97	2,91	Neutral
	Y-6	97	2,87	Neutral
	Y-7	97	2,96	Neutral
	Y-13	97	3,25	Neutral
	Y-14	97	3,34	Neutral
	Y-15	97	3,28	Neutral
	Y-16	97	3,40	Neutral
	Y-24	97	3,47	Agree
	Y-25	97	3,45	Agree
	Y-26	97	3,30	Neutral
	Y-27	97	3,60	Agree
	Total	97	3,24	Neutral

**Table 7. Mean Score of Body Area Satisfaction Dimension (Dependent Variable)**

Dimension	Code	N	Mean Score	Description
Overweight Preoccupation	Y-8	97	2,63	Neutral
	Y-17	97	3,24	Neutral
	Y-18	97	2,94	Neutral
	Y-19	97	2,66	Neutral
	Y-28	97	2,82	Neutral
	Y-29	97	2,49	Neutral
	Total	97	2,80	Neutral

**Table 8. Mean Score of Overweight Preoccupation Dimension (Dependent Variable)**



Dimension	Code	N	Mean Score	Description
Self-Classified Weight	Y-9	97	2,79	Neutral
	Y-20	97	3,23	Neutral
	Y-30	97	3,30	Neutral
	Total	97	3,11	Neutral

**Table 9. Mean Score of Self-Classified Weight (Dependent Variable)**

The overall mean score of both variables reflected the aforementioned results as well, which is shown in Table 10 and 11. These results showed that average respondents agree with the statements assigned to the independent variable (Brands' Usage of Instagram) due to the average value being positive and greater than 3,41. Meanwhile, average respondents felt neutral with the statements assigned to the dependent variable (Body Image) due to its average value being greater than 2,61. Although, it is important to note that the average value is positive.

	Mean Score	Description
<b>Brands' Usage of Instagram</b>	3,80	Agree

**Table 10. Overall Mean Score of Brands' Usage of Instagram (Independent Variable)**

	Mean Score	Description
<b>Body Image</b>	3,18	Neutral

**Table 11. Overall Mean Score of Body Image (Dependent Variable)**

To be able to use the Pearson Correlation analysis, testing using the Kolmogorov-Smirnov (K-S) indicated a significance value or Asymptotic Significance of .184, making the value greater than .05 ( $p > .05$ ). Therefore, the sample data on both variables of this study drew from a normally distributed population. Furthermore, researchers conducted a test for linearity to determine whether or not the independent variable has a straight-line or linear relationship with the dependent variable (Ghozali, 2016). The test showed a significance value from the linearity line is .000, which is smaller than .05 ( $p < .05$ ), whereas the same value from the deviation

from linearity line is .014, which is greater than .05 ( $p > .05$ ). Hence, the independent variable (brands' Usage of Instagram) has a linear relationship with the dependent variable (Body Image).

Results of the Pearson Correlation analysis showed that there is a significant and positive relationship between brands' usage of social media and the body image of young Indonesian women ( $r = .473$ ,  $p < .05$ ) as shown in Table 12. The Pearson Correlation value sorted the relationship between the two research variables into the "Medium Correlation Strength" category. In addition, the correlation is a positive one, indicating that if brands' usage of Instagram becomes higher, the body image of young Indonesian women will be significantly more affected. However, it is important to note that this study did not focus on the cause and effect between the two variables.

Correlations			
		Brands' Usage of Instagram	Body Image
<b>Brands' Usage of Instagram</b>	Pearson Correlation	1	.473**
	Sig. (2-tailed)		.000
	N	97	97
<b>Body Image</b>	Pearson Correlation	.473**	1
	Sig. (2-tailed)	.000	
	N	97	97

**\*\*.** Correlation is significant at the 0.01 level (2-tailed).

**Table 12. Pearson Correlation Between Brands' Usage of Instagram and Body Image**

Lastly, to measure how far a model can elaborate on the relationship between the independent and dependent variables, the coefficient of determination test showed that the value of R Square is .223, which means the variation of dependent variable (Body Image) can be explained up to 22.3% by independent variable (Brands' Usage of Instagram), whereas the other 77.7% are explained by other factors.

As detailed above, the result of this study showed that there is a significant and positive correlation between brands' usage of Instagram and the body image of young Indonesian women. The result supported by the agenda setting theory, specifically its proposition called media agenda. A relationship between the two variables commences when young Indonesian women exposed to a brand's content on Instagram, which often features models with 'ideal' body as well as diverse body shapes and sizes. This phenomenon is strengthened by how they perceive the content, especially if they feel that the content is in-line with their interests and needs.

Once the perception formed, a brand's content utilized by young Indonesian women as a tool to measure their overall appearance and satisfaction with their own body. Moreover, the content can generate a desire to improve or elevate their physical appearance as well as cause worry about weight gain to arise. Through a brand's content, they are also able to determine if their body weight is ideal or not. The emergence of feelings and change in views towards their body driven by their improving or worsening body image after exposed to a brand's content. Whether their body image improves or worsens, it depends on how they perceive a content that displays slim-bodied models as well as models of various shapes and sizes.

However, another key fact to remember is brands' usage of Instagram does not appear to have any relationship with young Indonesian women's behavior because they almost never exercise excessively or limit their food intake after perceiving content from brand.

## CONCLUSION

As the prevalence of social media use increase, so does the concern for the relationship between social media and the body image of young women. While issues with body image have existed in people's lives for several decades now, there is no denying that the existence of social media

has reinforced these issues with women being the most impacted demography. Previous studies support the results, such as Mansfield's (2012), which stated that women are more influenced by the media as they scored higher in parts of body esteem and body dissatisfaction compared to men.

In this study, researchers focused on the relationship between fashion brands' usage of Instagram and the body image of young Indonesian women. The results of this study support previous evidence indicating that the characteristics of models used in advertising cause women to experience a negative effect as a result of them comparing their own appearance to the model's (Nguyen, 2013). Moreover, the results are consistent with another study conducted by Wallis and Kozar (2015) that stated there is a significant relationship between the number of times women between the ages of 14 to 25 accessed their social media accounts daily and their overall social comparison behavior to fashion models, which led to an increase of body dissatisfaction.

The correlation between brands' usage of Instagram and the body image of young Indonesian women was significant and positive, therefore it can be concluded that the increase or decrease of their body image is likely a direct result of the perception they have of a brand's content displaying models with 'ideal' bodies as well as models of various shapes and sizes. This is more so if said content is in line with their interests and needs because then, young women will use it as a tool to dissect and compare their own body to the models'.

With that said, this study has important implications for the fashion industry in which these results reinforce the importance of body positive messages in marketing to encourage young women to appreciate their bodies more. Not only that, but the results of this study have provided a guide for further research on this area. Since Indonesia is home to an abundant number of ethnic groups, in which future research could look into the relationship between brands' usage

of Instagram and young women from different cultural backgrounds to provide a much diverse view on this phenomenon. It is also important to consider the assumption that not all young Indonesian women are aware or exposed to the images of an 'ideal' body in Western standards.

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