

Is Body Image Contribute on Self-Confidence in the Hijaber Model

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Abstract

Models are required to look perfect and confident, and have an attractive physical appearance. Dissatisfaction with appearance causes women to have negative thoughts and feelings in assessing their own bodies. An ideal physical appearance indirectly has an effect on the development of individual self-confidence. This study aims to empirically examine how much influence body image has on self-confidence in hijaber models. This research used quantitative methods. The sampling technique in this study was purposive sampling technique. The characteristics of the sample taken are active hijaber models in the modeling world, at least 18 years old, and at least 1 (one) year as a hijaber model. Respondents of this study amounted to 136 hijaber models. The measuring instrument in this study uses aspects of self-confidence and body image dimensions. The data analysis technique used is simple linear regression. The results of hypothesis testing showed a significant value of 0.000 ($p \leq 0.01$) and obtained an R Square value of 0.212. This shows that the hypothesis is accepted, namely there is a significant influence between body image on self-confidence in hijaber models, where body image has an influence of 21.2% on self-confidence, while the remaining 78.8% is influenced by other factors outside this study.

Keywords: Self-confidence, Body Image, Hijaber Model, Fashion.

Introduction

The world of models in Indonesia is closely related to the world of fashion (Sanggarwaty, 2003). Along with the development of the fashion industry, the role of models is increasingly needed. According to Elhasbu (2015), models are a supporting profession for many fashion, media, advertising, cosmetics, and food industries and the existence of models can be described as the first need after the main product or service. The model is at the forefront, because it is the face of the product or service that is first seen by the public. The model visually represents the product in

question, and the image received by the public is highly dependent on this model (Elhasbu, 2015). Fashion designers will also experience success in their fashion products if they can work with models to demonstrate their clothes and promote them through the media and advertisements. Make-up artists will also become famous if they are able to work with models in promoting their makeup services. This is because a model is someone who is employed for the purpose of displaying and promoting fashion clothing or other products, advertising or promoting works of art with the

aim of creating or conveying the image of the product being exhibited to consumers.

The need for hijab models cannot be separated from the development of hijab and Muslim clothing which have been growing since a decade ago (Elhasbu, 2015). According to Nuraini (2015), the development of the fashion world is changing very quickly, in the past there were not many choices of Muslim clothing models, but now Muslim clothing has become a trend and has a variety of models, this is also because many women decide to wear the hijab. Hijab, which so far is closely related to religious elements, seems to have started to develop (Henry, 2019). According to Sultan (2019), the use of hijab has increased rapidly in the last six years, the number of hijabers in Indonesia in 2012 was around 47%, then in 2018 it jumped to 72%.

The presence of the hijab colored the fashion industry, with the development of the hijab and Muslim clothing, designers created brands, launched various collections of hijab and Muslim clothing. One of the opportunities to show their design work is by appearing at fashion shows and models are needed to support the demonstration of these products. According to Hasan and Setyawan (2010), fashion shows on a smaller scale are usually held in malls, cafes or other entertainment venues. Models are also needed to convey product image so they usually do photoshoots and are promoted through magazines or other mass media.

The rapid development of the Muslim fashion industry has made many hijabers want to have a career in the fashion world, some of them want to become designers and some of them are interested in becoming hijab models or Muslimah models, the current trend is called the hijab model (Abduh, 2015). A hijaber model is someone who has a profession in the field of selling services in the world of fashion by conducting fashion shows, photo shoots and advertising using attitudes, expressions and styles related to hijab fashion.

Being a model is not easy, a model is not just beautiful, has a beautiful body and is good at

demonstrating clothing. Apart from that, being a model must have creative ideas, have broad insight (Salbiah, 2019), and be good at speaking (Anisa, 2019). Based on news from Ikhsania (2017), states that a model still feels nervous every time she steps on a fashion show, and still feels nervous even though she looks very confident, the reason she looks nervous is because she always thinks she is afraid when doing work. Another news from Anonymous (2019), a model feels insecure when compared to other models whose bodies are taller. According to Anonymous (2015), Victoria's Secret models sometimes lack self-confidence in terms of body shape, and it is difficult to look in the mirror to see the body with positive thoughts. Based on this phenomenon, even being a model still has low self-confidence when it comes to physique.

A model is required to always look beautiful with an attractive and perfect physique, therefore models really take extra care and pay attention to their physical appearance. A model is also required to have a certain height with a proportional body weight. According to Sanggarwaty (2003), a model must have physical advantages such as ideal body shape, weight and size, clean and healthy skin, healthy and strong hair, as well as a clean and well-maintained face, nails and teeth. If a model cannot get the body shape that is expected by herself or the work environment, this can increase dissatisfaction with her body which then develops into a negative body image.

According to Melliana (2006), most women have an unsatisfactory picture of looking at their bodies, all the deficiencies regarding body shape that women feel cause a sense of disbelief in themselves, feelings of dissatisfaction with body shape cause negative thoughts and feelings in judging their own bodies. So that the shape and size of the body that lead to satisfaction of physical appearance affect one's self-confidence. This is in line with research by the Dove Indonesia Beauty Confidence Report in 2017 which showed that as many as 84% of Indonesian women said they did not feel beautiful, and as many as 38% of Indonesian women liked to compare themselves to other people, so this caused them

to feel insecure because they felt dissatisfied with their appearance (Sarosa, 2018). According to Irianto (2012), a model is synonymous with an ideal body, thin, tall, and looks sexy, so that sometimes hijab models are still shy about competing with models who don't wear hijab.

Certain individuals often feel that their physical condition is not in accordance with ideal body shape standards, so these individuals will feel that they have deficiencies in their physique or appearance, even though other individuals may be physically attractive (Siswanti, 2010). According to Asri and Setiasih (2004), dissatisfaction with body shape can cause individuals to feel insecure, have poor self-concept, and low self-esteem. So that physical appearance and ideal body shape indirectly have an effect on the development of individual self-confidence.

Confidence is a positive attitude of an individual that enables him to develop a positive assessment both of himself and of the environment/situation he faces (Fatimah, 2002). Individuals who have self-confidence will be able to develop aspects that exist within themselves, so that good self-confidence is needed for these individuals. A model is required to have self-confidence so that they can maximize their strengths to appear confident in public. According to Ciptadi (2017), self-confidence is very necessary in individual life, because with self-confidence one will easily achieve success. Models who lack self-confidence will feel nervous and easily anxious so they cannot maximize their strengths.

According to Lautser (2002), aspects of self-confidence consist of a belief in one's abilities, optimism, objectivity, responsibility, rationality and reality. According to Fatimah (2010), individuals who believe in their own abilities, have good self-control, have realistic expectations of themselves, dare to accept and face the rejection of others, and have a positive perspective on themselves, other people and situations outside of themselves are characteristics of individuals who have self-confidence. Factors that influence self-

confidence according to Santrock (2003), include physical appearance, self-concept, relationships with parents, and peer relationships.

Physical appearance is everything related to the external appearance of the individual related to body shape, this is related to the evaluation of the appearance of how the individual evaluates the appearance of the whole body. So according to Surya (2007), physical appearance which is very influential on self-confidence is based on how the individual sees how the physical condition regarding body shape, body size and body weight is owned and how the individual's assessment of the physique he has and what shape he wants.

The individual's perspective by perceiving and giving judgments about his body is called body image. Body image is an individual's experience of his body, a person's mental image includes thoughts, perceptions, feelings, emotions, imagination, judgment, physical sensations, awareness, and behavior regarding the appearance of his body shape which is influenced by the idealization of body image in society, and this is formed from social interaction all the time in an environment that changes throughout the life span in response to feedback from the environment (Rice, in Melliana, 2006). Dimensions of body image by Cash and Pruzinsky (2002), are appearance evaluation (appearance evaluation), appearance orientation (appearance orientation), body area satisfaction (satisfaction with certain body parts), overweight preoccupation (worries related to being overweight), self-classified weight (body size categorization).

The results of previous studies stated that there was a significant relationship between body image and self-confidence, some of these studies, namely the results of Ifdil, Denich, and Ilyas (2017), stated that there was a significant relationship between body image and self-confidence. Research conducted by Handayani (2018), obtained the results that there is a positive relationship between body image and self-confidence, meaning that the more positive a person's body image is, the higher the self-confidence.

Based on explanations of phenomena from various sources, research on the effect of body image on self-confidence in hijaber models is important to do because there are many demands to be a model, especially a hijaber model who still lacks confidence when it comes to body shape with models who don't wear hijab because women often compare themselves with other people and experience dissatisfaction with their body shape so it is easy to feel insecure about their abilities or strengths, so having a good body image is important for developing the confidence that a model has.

Based on the descriptions that have been put forward, the researcher has an interest in empirically testing whether there is an effect of body image on self-confidence in the hijaber model? Therefore, this study aims to empirically test how much influence body image has on self-confidence in the hijaber model.

RESEARCH METHODS

The method used in this research is a quantitative research method. The sampling technique used in this study was a purposive sampling technique. The population in this study was the hijaber model. The characteristics of the sample taken are hijab models who are active in the modeling world, are at least 18 years old, and have been a hijab model for at least 1 (one) year. Data collection was obtained using a questionnaire (google form).

Self-confidence is measured using a self-confidence scale adapted from Septiyani's research (2019), which was compiled based on aspects of self-confidence from Lautser's theory (2002) with a total of 50 items with a reliability value of 0.989, and body image is measured using a body image scale adapted from Husna (2013), which was compiled based on body image dimensions from the theory of Cash and Pruzinsky (2002) with a total of 37 items with a reliability value of 0.922.

Hypothesis testing in this study used simple linear regression with the help of the SPSS ver. software program 25 for windows.

RESEARCH RESULT

This research was carried out using the try out method used and got 136 respondents who fit the researcher's criteria. Data collection was carried out in June 2021. Researchers first tested the assumptions before testing the hypothesis, namely the normality and linearity tests. The results of the normality test on the self-confidence scale obtained a p-value (significance) of 0.200 ($p \geq 0.05$). It can be said that the distribution of confidence scales is normally distributed. For the body image scale, the p-value (significance) is 0.044 ($p \geq 0.05$). It can be said that the body image scale distribution is not normally distributed. Based on the results of the linearity test, the results showed that the data on self-confidence and body image had a linear relationship, which obtained a significance value of 0.000 ($p \leq 0.05$).

The study conducted hypothesis testing using a simple regression analysis technique. Based on the results of the simple regression test conducted, a significance value of 0.000 ($p \leq 0.01$) was obtained, so the hypothesis in this study was accepted that there was a significant effect between body image and self-confidence in the hijaber model. The F value was 36,034, the R closeness was 0.460, and the R square was 0.212. This shows that the body image variable has an influence of 21.2% on self-confidence, while the remaining 78.8% is influenced by other factors.

DISCUSSION

This study aims to examine the effect of body image on self-confidence in the hijaber model. Based on the hypothesis proposed to 136 respondents, it is known that the hypothesis proposed is accepted with a significant value of 0.000 ($p \leq 0.01$). This shows that there is a significant effect between body image on self-confidence in the hijaber model. In the

regression analysis, the R Square value is 0.212. This shows that the body image variable has an effect of 21.2% on self-confidence, while the remaining 78.8% is influenced by other factors outside of the study, namely personal abilities, one's success, desire, strong determination (Angelis, 2003), meanwhile according to Santrock (2003), such as self-concept, relationships with parents, and peer relationships.

Body image can affect the self-confidence of the hijaber model because of the importance of having a positive perception or image of physical appearance related to their body which has an impact on self-confidence. Having a positive picture of her appearance will give her a sense of satisfaction and pleasure, so the model doesn't need to worry too much about her appearance so that the model will be confident. With self-confidence, the individual will have a positive attitude about himself, feel confident about all the advantages and disadvantages he has, feel confident so that the model feels capable of achieving various goals in his life, and is able to face everything about himself.

In accordance with what was revealed by Santrock (2003), said the factors that influence self-confidence are physical appearance, self-concept, relationships with parents, and peer relationships. Physical appearance is a very influential factor on self-confidence. Physical appearance is closely related to the image and individual perception of body shape. These images and perceptions are called body image. Melliana (2006), states that individuals who have a positive perception that they are overall will feel comfortable and confident. This is in line with the opinion of Centi (1997), in general, individuals who accept and are satisfied with their physical appearance have high self-confidence compared to individuals who are dissatisfied with their physical appearance. The results of this study are in accordance with research conducted by Wati, Sarinah, and Hartini (2019), that there is a relationship between body image and self-confidence. From this study it was found that a person's body image has an influence on self-confidence.

Based on the results of the description of the two variables, it was found that the empirical average of self-confidence was in the high category, the respondents had self-confidence in the high category, because individuals who have self-confidence can develop positive assessments of themselves for all their strengths and abilities so that individuals feel optimistic and able to do something to achieve goals, responsible for what is done, and not give up in the face of various problems encountered. Respondents who are in the high category indicate that the individual has a positive assessment and is confident about the strengths and weaknesses so that they are able to take advantage of their self-confidence to succeed in every activity that is carried out properly. In line with Hakim (2002), self-confidence is a person's belief in all strengths aspects that he has and these beliefs make him feel capable of being able to achieve various goals in his life. Individuals who are able to accept themselves and their environment will always be calm and optimistic in facing life.

While the empirical average on body image is in the medium category. This shows that individuals are quite capable of perceiving and giving judgments on what they think and feel in relation to the shape and size of their body. This leads to good physical appearance satisfaction which gives rise to their self-confidence. Grogan (2017), said body image is a person's perceptions, thoughts, and feelings about his body. Rombe (2013), said individuals who view their bodies positively will view their bodies as something valuable and good and will not criticize themselves or compare themselves with others so that they will be able to have self-confidence.

CONCLUSION

Based on the results of the research conducted, it is known that the hypothesis proposed by the researcher is accepted, meaning that there is a significant effect between body image and self-confidence in the hijaber model. Based on the results of the simple regression test that has been carried out, an R Square value of 0.212 is

obtained. This indicates that body image has an effect of 21.2% on self-confidence, while the remaining 78.8% is influenced by other factors outside of this study, such as personal ability, success a person, desire, strong will, self-concept, relationships with parents, and peer relationships. In the empirical mean test results on the body image scale are in the medium category and the empirical mean results on the self-confidence scale are in the high category.

RECOMMENDATION

Based on the research results, there are several suggestions that can be given as follows:

1. For Hijaber Models

In this study, it is hoped that the hijaber model can be able to build and maintain a positive body image, namely by applying thoughts and giving a positive assessment of the appearance or shape of the body, by accepting the strengths and weaknesses they have in order to grow self-confidence with confidence in their abilities.

2. For Society

Based on the research results, it is hoped that this can provide information about self-confidence and body image to the public. So that people can have a positive performance evaluation of themselves in order to increase their self-confidence.

3. For Further Researchers

For future researchers who are interested in conducting research with a similar theme, they can add or consider other variables besides body image, such as personal abilities, one's success, desire, strong determination, self-concept, relationships with parents, and peer relationships. And for future researchers, it is hoped that they will try out items first, so as to minimize the number of items that fall.

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