# The Relationship of Self-Presentation and Gratitude With Body Dissatisfaction Among Social Media Users

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## ABSTRACT

This study aims to analyze the relationship between self-presentation, gratitude, and body dissatisfaction among women who use social media in East Java. The study employed a quantitative, cross-sectional correlational design, involving 270 respondents selected through purposive sampling and measured with researcher-developed self-report scales. Multiple linear regression showed that self-presentation and gratitude together were significantly related to body dissatisfaction ($F = 14.879$, $p < 0.01$; $R^2 = 0.100$). In the partial tests, self-presentation was significantly and positively related to body dissatisfaction ($\beta = 0.370$, $p < 0.01$), whereas gratitude was not significantly related to body dissatisfaction when self-presentation was held constant ($\beta = -0.103$, $p = 0.164$). Women with a stronger tendency toward self-presentation tended to report higher body dissatisfaction. These findings indicate that the way individuals present themselves on social media is associated with how they perceive their bodies, whereas a unique association of gratitude was not supported statistically. Because the design is cross-sectional and the measures are self-reported, the findings do not establish causal direction. This study is expected to provide a basis for further research and for psychoeducational efforts aimed at fostering self-acceptance and healthier social media use among women who use social media.

**Keywords:** Self-presentation, gratitude, body dissatisfaction, women, social media

## INTRODUCTION

The development of information technology has made social media an inseparable part of everyday life. Social media is used not only as a means of communication and information sharing but also as a medium for building one's identity and presenting a self-image considered ideal. Various platforms, such as Instagram, TikTok, Facebook, and other social media, allow users to upload content that has been selected and edited in order to elicit positive responses from other users. This condition makes physical appearance one of the most closely watched aspects, especially among young adult women, who are among the most active groups of social media users (Fardouly & Vartanian, 2015).

Early adulthood is a phase of identity formation, growing independence, and adjustment to social demands (Paputungan, 2023). Young adults also undergo physical changes that heighten attention to body shape and appearance (Putri & Sofia, 2021; Ifdil et al., 2017). This attention is also shaped by environmental demands that treat appearance as an indicator of attractiveness and social acceptance (Rizqiyah & Maryam, 2023). As a result, young adult women are more vulnerable to body dissatisfaction (Ekaningtias, 2017). Wahyuni et al. (2024) explain that this condition is more prevalent among young adult women than among adolescents because of social pressure to look attractive.

Beauty standards such as a slim, proportionate body and fair skin lead women to compare their bodies with the ideal body (Jahidin & Ahmad, 2017). Physical attractiveness is regarded as important for gaining social acceptance (Suseno & Dewi, 2025), so efforts to maintain one's appearance, such as personal care, dieting, exercise, and the use of cosmetics, are increasing (Muslimah et al., 2023; Yuanita & Sukamto, 2013; Manurung,

2021; Alfita & Sianipar, 2021; Fajri, 2026). Body dissatisfaction is a negative evaluation of one's body shape and appearance because it does not match the expected ideal body (Cooper et al., 1987).

Exposure to ideal body images on social media, which encourages social comparison, has been linked to body dissatisfaction (Fardouly & Vartanian, 2015). A higher intensity of social media use has also been associated with a greater tendency to internalize unrealistic beauty standards (Tiggemann & Slater, 2013). Studies by Celine and Sojatningsih (2024), Ramadhani and Ningsih (2021), and Asih and Dayita (2025) show that women who use social media tend to select, edit, and modify photos, which has been associated with greater attention to appearance and a higher risk of body dissatisfaction.

One psychological factor associated with body dissatisfaction is self-presentation. Goffman (1959) defined it as an individual's effort to manage impressions in order to gain social acceptance. On social media, self-presentation is manifested through photo selection, the use of filters, image editing, and the presentation of an ideal self-image (Fullwood et al., 2016). Fullwood et al. (2016) explain that self-presentation comprises the ideal self, multiple self, consistent self, and online presentation preference. Among young adult women, the stronger the tendency to build an ideal self-image, the greater the tendency to evaluate physical shortcomings. This relationship is supported by Hashmi et al. (2022), Tiggemann et al. (2020), Manullang and Sokang (2025), and Laksono and Prayontri (2024).

In addition to self-presentation, gratitude is also related to body dissatisfaction. According to McCullough et al. (2002), gratitude is an individual's tendency to recognize and be thankful for the positive things in life. Listiyandini et al. (2015) explain that gratitude encompasses appreciation of life, positive feelings, and the expression of gratitude. Individuals with high gratitude may be more accepting of their physical condition and may therefore be less easily influenced by beauty standards on social media. This expectation is supported by studies by Izzah (2024), Raki'ah and Yasmin (2024), and Wolfe and Patterson (2017), which report that gratitude is negatively related to body dissatisfaction and may be linked to better body esteem.

Although the relationships of self-presentation with body dissatisfaction and of gratitude with body dissatisfaction have been widely studied, most studies still examine the two variables separately. Research that tests the relationship of self-presentation and gratitude simultaneously with body dissatisfaction among young adult women who use social media in Indonesia remains limited. Therefore, this study integrates both variables to provide a more comprehensive understanding of the psychological factors related to body dissatisfaction. The novelty of this study lies in testing the simultaneous relationship of self-presentation and gratitude with body dissatisfaction among young adult women who use social media.

Based on the above description, this study aims to determine the relationship of self-presentation and gratitude with body dissatisfaction among young adult women who use social media. The results are expected to enrich psychological research on body dissatisfaction in the digital era and to serve as a basis for designing interventions that promote self-acceptance, gratitude, and healthier use of social media.

# LITERATURE REVIEW

## Body Dissatisfaction

Body dissatisfaction is a psychological condition in which an individual feels dissatisfied with their body shape, size, weight, or physical appearance. According to Cooper et al. (1987), body dissatisfaction is an individual's negative evaluation of their body shape, which gives rise to feelings of discomfort and a desire to change their physical appearance. Cooper et al. (1987) describe four aspects of body dissatisfaction: self-perception of body shape, comparative perception of body image, attitude concerning body image alteration, and severe alterations in body perception. Body dissatisfaction can arise when individuals compare their physical appearance with beauty standards considered ideal, particularly through social media. A study by Asih and Dayita (2025) shows that social comparison on Instagram is associated with increased body dissatisfaction. This finding indicates that body evaluation is influenced not only by physical condition but also by the social pressure and beauty standards that develop in the digital environment.

H1: There is a significant relationship between self-presentation and gratitude, simultaneously, and body dissatisfaction among social media users.

**Self-Presentation**

Self-presentation is an individual's effort to display and shape a particular self-image in order to make a positive impression on others. According to Fullwood et al. (2016), self-presentation on social media describes how individuals present themselves through four aspects: ideal self, multiple self, consistent self, and online presentation preference. Individuals may present an idealized version of themselves, adjust their presentation to different contexts, remain consistent with how they are offline, or prefer presenting themselves online rather than in person. Because these aspects differ in nature (for example, idealized presentation versus consistent, authentic presentation), they may be related to body dissatisfaction in different ways. In social media use, the desire to look attractive can lead individuals to choose their best photos, use filters, and edit their appearance to match beauty standards. A study by Hashmi et al. (2022) shows a significant positive relationship between perfectionistic self-presentation and body dissatisfaction. Findings by Tiggemann et al. (2020) also show that editing photos of oneself is associated with increased dissatisfaction with one's appearance. However, a study by Hadinata et al. (2020) found no significant overall relationship between self-presentation and body satisfaction among adolescents, although a relationship was found for satisfaction with the face. These differing findings indicate that the relationship between self-presentation and body dissatisfaction still needs further investigation, particularly among women who use social media.

H2: There is a positive relationship between self-presentation and body dissatisfaction among social media users.

**Gratitude**

Gratitude is an individual's tendency to notice, appreciate, and be thankful for the various positive things in their life. According to Listiyandini et al. (2015), gratitude comprises three aspects: sense of abundance, simple appreciation, and appreciation for others. Individuals with high gratitude tend to be better able to accept themselves, appreciate their bodies, and are less likely to compare their physical appearance with that of others. A study by Raki'ah and Yasmin (2024) shows a significant negative relationship between gratitude and body dissatisfaction among women who use Instagram. This result is consistent with Wolfe and Patterson (2017), who found that gratitude-based interventions can help reduce body dissatisfaction and increase body appreciation. A study by Homan et al. (2014) also shows that gratitude reflection can reduce the negative effect of exposure to ideal body images on body dissatisfaction. These findings support the assumption that the higher the gratitude, the lower the tendency to experience body dissatisfaction.

H3: There is a negative relationship between gratitude and body dissatisfaction among social media users.

**The Relationship of Self-Presentation and Gratitude with Body Dissatisfaction**

Self-presentation and gratitude are two psychological variables presumed to be related to body dissatisfaction among women who use social media. According to Fullwood et al. (2016), individuals can form a self-image through the way they present themselves on social media. A tendency to present oneself ideally may be associated with greater attention to physical appearance and more social comparison. In contrast, gratitude, according to Listiyandini et al. (2015), helps individuals appreciate their own condition and focus on the positive things they have. A study by Hashmi et al. (2022) supports a positive relationship between perfectionistic self-presentation and body dissatisfaction, while a study by Raki'ah and Yasmin (2024) supports a negative relationship between gratitude and body dissatisfaction. Nevertheless, earlier studies have mostly examined the two variables separately. Therefore, this study was conducted to determine the relationship of self-presentation and gratitude, together, with body dissatisfaction among women who use social media.

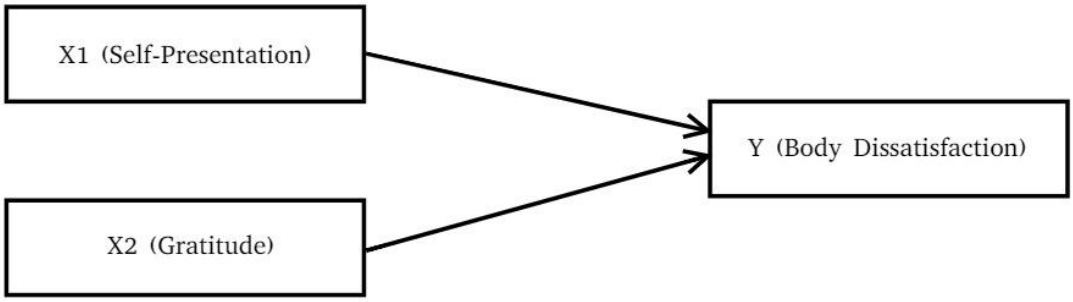


Figure 1. Conceptual Framework

## METHODOLOGY

This study employed a quantitative approach, in which procedures and data collection are carried out through measurement and statistical methods (Sugiyono, 2022). Each individual completed a questionnaire covering three variables: self-presentation, gratitude, and body dissatisfaction.

The study used a cross-sectional correlational design, in which all variables were measured at a single point in time through self-report questionnaires. This design allows associations to be examined but does not allow conclusions about causal direction. Participants were selected through purposive sampling. The inclusion criteria were being a woman who uses social media and living in East Java. The final sample consisted of 270 women, all of them young adults aged 18 to 26 years (Table 1). Information on the platforms used and on daily social media or screen time was not collected.

Sample size was evaluated with a power analysis for multiple linear regression with two predictors ($\alpha = 0.05$, two-tailed F test, power = 0.80), computed with the noncentral F distribution. A sample of 68 is sufficient to detect a medium effect ($f^2 = 0.15$), and a sensitivity analysis showed that the sample of 270 provides approximately 80% power to detect an effect as small as $f^2 \approx 0.035$. The sample was therefore adequate for testing the overall regression model.

The body dissatisfaction questionnaire, used to measure the degree of an individual's dissatisfaction with their body shape and appearance, consisted of 48 body dissatisfaction items developed by the researchers based on the theoretical concept of Cooper et al. (1987). Content validity, based on a summary of the CVI and CVR analyses of the clarity aspect, yielded a CVR value of 1.48 and CVI values ranging from 0.87 to 1.00. Accordingly, based on Aiken's index table for four response options and five raters, the minimum value for the number of rating categories was 0.87. This means that the average Aiken coefficient of item suitability is above the required threshold. The reliability alpha value was 0.963. The instrument assesses four aspects. Self-perception of body shape includes feeling that one's body shape does not match personal expectations, feeling dissatisfied with one's physical appearance, and lacking confidence when appearing in front of others. Comparative perception of body image includes frequently comparing one's body with others who are considered to have an ideal body, feeling that one's body is less attractive than others', and regarding oneself as too fat or not as good as others. Attitude concerning body image alteration includes feeling ashamed of one's body, feeling disappointed because the body is perceived as not meeting expectations, and having a strong desire to change one's body shape to be more ideal. Severe alteration in body perception includes feeling that one's appearance is much worse than that of others, having strong feelings of inferiority related to the body, and experiencing major changes in how one views one's own body. Sample items on this scale are "I feel dissatisfied with the body shape I have" and "I often compare my body shape with other people I see on social media."

The self-presentation questionnaire, consisting of 32 statements, was developed by the researchers based on the concepts and theory of Fullwood et al. (2016). The statements were constructed on the basis of the four aspects proposed by Fullwood et al. (2016). Ideal self includes presenting the best or perfect self-image and conforming to desired standards. Multiple self includes adjusting one's style to conditions or the environment and changing one's appearance according to trends or mood. Consistent self includes showing the same self-image both in real

life and on social media and presenting oneself honestly in accordance with reality. Online presentation preference includes feeling more confident when showing oneself on social media and preferring to communicate online rather than in person. The CVR value was 0.9, and CVI values ranged from 0.9 to 1.00. The alpha value in this study was 0.826. This instrument aims to measure individuals' tendency to present a self-image on social media. Sample items on this scale are "I try to present myself with the best image" and "I rarely try to present my best self-image."

The gratitude questionnaire was developed by the researchers based on the concepts and theory of Listiyandini et al. (2015). The scale was constructed on the basis of the three aspects proposed by Listiyandini et al. (2015). The first is a sense of appreciation toward others, God, and life, measured through indicators of thanking others for their help or kindness, being thankful for the blessings and opportunities given by God, and valuing life experiences both small and large. The second is positive feelings toward one's life, measured through indicators of feeling satisfied with the life one lives, viewing experiences with an optimistic attitude, and feeling happy about simple things in daily life. The third is the appreciation one has, measured through indicators of repaying others' kindness with positive actions, showing caring and helpful attitudes toward others, and doing good deeds as an expression of gratitude for life. The CVR value was 1.1, and CVI values ranged from 0.9 to 1.00, with an alpha value of 0.910. This instrument aims to measure the level of gratitude that individuals have toward various aspects of their lives. Sample items on this scale are "I always thank others when they help me" and "I often consider my life experiences unimportant." The scale consists of 32 items with five response options: Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), and Strongly Disagree (SD).

Validity evidence for the three scales was limited to content validity (CVR, CVI, and Aiken's index), and reliability was estimated with Cronbach's alpha in the present sample; construct validity, for example through factor analysis, was not tested. Because the scales were developed by the researchers on the basis of theory rather than adopted from established instruments such as the Body Shape Questionnaire, the Body Appreciation Scale, or the Gratitude Questionnaire (GQ-6), comparisons with other studies should be made cautiously. Self-presentation was analyzed as a single total score across the four aspects, so idealized and authentic presentation were not analyzed separately.

## RESULTS

**Table 1. Research Demographics**

| Age | Total |
|---|---|
| 18−20 | 26−43 |
| 21−23 | 37−28 |
| 24−26 | 36−27 |

The data obtained in the study on the relationship of self-presentation and gratitude with body dissatisfaction were analyzed using multiple linear regression. Data processing was carried out with IBM SPSS Statistics 25 for Windows. Before the multiple linear regression analysis, assumption tests were first conducted as prerequisites for parametric statistical analysis. The assumption tests included tests of normality, linearity, multicollinearity, and heteroscedasticity. Effect sizes ($R^2$, standardized coefficients, and Cohen's $f^2$) and 95% confidence intervals are reported together with the p values. The confidence intervals and $f^2$ values were derived from the regression statistics reported below (N = 270, two predictors, 267 residual degrees of freedom). The models did not include control variables, and moderation and mediation analyses were not conducted.

**Table 2. Results of the Normality Test**

| *Z Kolmogorov-Smirnov* | p | Remarks |
|---|---|---|
| 0.063 | 0.012 | $p < 0.05$<br>Not normally distributed |

Based on the results of the normality test, the Kolmogorov-Smirnov Z coefficient was 0.063 at p = 0.012 (p < 0.05); therefore, the distribution of body dissatisfaction scores is not normal. Because the sample is large (N = 270), the F and t tests in regression are generally robust to moderate departures from normality; nevertheless, this deviation is acknowledged as a limitation.

**Table 3. Results of the Linearity Test**

| Variable | F Deviation from Linearity | p | Remarks |
|---|---|---|---|
| Body Dissatisfaction -Self-Presentation | 0.760 | 0.806 | (p > 0.05) Linear |
| Body Dissatisfaction -Gratitude | 1.915 | 0.000 | (p < 0.05) Not Linear |

The linearity assumption test for the relationship between self-presentation and body dissatisfaction yielded an F deviation from linearity of 0.760 at p = 0.806 (p > 0.05); therefore, self-presentation is linearly related to body dissatisfaction. Next, the linearity assumption test for the relationship between gratitude and body dissatisfaction yielded an F deviation from linearity of 1.915 at p = 0.000 (p < 0.05); therefore, gratitude is not linearly related to body dissatisfaction. The lack of linearity means that a straight-line model may not fully describe the relationship between gratitude and body dissatisfaction.

**Table 4. Results of the Multicollinearity Test**

| Variable | Tolerance | VIF | Remarks |
|---|---|---|---|
| *Self Presentation* | 0.615 | 1.626 | No Multicollinearity |
| *Gratitude* | 0.615 | 1.626 | No Multicollinearity |

The multicollinearity assumption test showed a tolerance value for self-presentation and gratitude of 0.615 (> 0.10) and a VIF of 1.626 (< 10); therefore, the two variables show no tendency toward multicollinearity.

Table 5. Results of the Heteroscedasticity Test

| Variable | Rho | p | Remarks |
|---|---|---|---|
| *Self-Presentation* – ABSRES | 0.112 | 0.066 (p > 0.05) | No Heteroscedasticity |
| *Gratitude* – ABS-RES | 0.173 | 0.004 (p < 0.05) | Heteroscedasticity Present |

The heteroscedasticity assumption test showed that the correlation of self-presentation with BAS_RES was 0.112 at p = 0.066 (p > 0.05); therefore, there is no heteroscedasticity. In contrast, the correlation of gratitude with BAS-RES was 0.173 at p = 0.004 (p < 0.05), which means that heteroscedasticity is present. Heteroscedasticity means that the standard errors, and therefore the p values, for gratitude may be imprecise, so the result for gratitude should be interpreted with caution.

Table 6. Descriptive Statistics

| Variable | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Self-Presentation | 270 | 23 | 62 | 45.4630 | 6.70048 |
| Gratitude | 270 | 30 | 94 | 66.4704 | 16.19138 |
| Body Dissatisfaction | 270 | 28 | 101 | 68.2815 | 11.58460 |

Descriptive analysis was conducted to provide a general overview of the scores for self-presentation, gratitude, and body dissatisfaction. This analysis used the minimum, maximum, empirical mean, and standard deviation. The standard deviation of all three variables is smaller than its mean. This indicates that the spread of the data is

relatively homogeneous and that there are no excessive deviations from the mean of each variable. The description of the research variables was made by comparing the empirical mean (EM) and the theoretical mean (TM). The empirical mean is the average score obtained from the research results, whereas the theoretical mean is the midpoint of the theoretical score range of a variable. The comparison of the empirical and theoretical means is used to determine the level tendency of each variable among the respondents.

Table 7. Results of the Descriptive Statistics Test

| Variable | Mean (EM) | TM | Interpretation |
|---|---|---|---|
| *Self-Presentation* | 45.46 | 52.5 | Thus EM < TM, the mean *self presentation* of subjects is low |
| *Gratitude* | 66.47 | 101.5 | Thus EM < TM, the mean *gratitude* of subjects is low |

*Body Dissatisfaction* 68.28 77 Thus EM < TM, the mean *body dissatisfaction* of subjects is low

Based on the results of the descriptive analysis, the Empirical Mean (EM) of all three variables is lower than the Theoretical Mean (TM). For self-presentation, the EM of 45.46 is lower than the TM of 52.5, indicating that the level of self-presentation among women who use social media is low. For gratitude, the EM of 66.47 is lower than the TM of 101.5, which indicates that the level of gratitude is also low. Meanwhile, for body dissatisfaction, the EM of 68.28 is lower than the TM of 77, indicating that the level of body dissatisfaction among women who use social media is low.

Table 8. Results of the Simultaneous Regression Analysis

| F | p | Remarks |
|---|---|---|
| 14.879 | 0.000 | Significant ($p < 0.01$) |

The simultaneous regression analysis yielded an F coefficient of 14.879 at $p = 0.000$ ($p < 0.01$), which is significant. This result indicates a significant correlation of self-presentation and gratitude with body dissatisfaction. Based on this result, the first hypothesis of this study is accepted.

Table 9. Results of the Partial Regression Analysis

| Variable | t | p | Remarks |
|---|---|---|---|
| Self-Presentation – Body Dissatisfaction | 5.002 | 0.000 | Significant ($p < 0.01$) |
| Gratitude – Body Dissatisfaction | -1.397 | 0.164 | Not Significant ($p > 0.05$) |

The partial regression analysis showed that self-presentation has a significant relationship with body dissatisfaction ($t = 5.002$; $p = 0.000 < 0.05$; unstandardized $b = 0.640$, 95% CI [0.39, 0.89]; $\beta = 0.370$; partial $f^2 = 0.09$); therefore, the second hypothesis is accepted. In contrast, gratitude does not have a significant relationship with body dissatisfaction ($t = -1.397$; $p = 0.164 > 0.05$; unstandardized $b = -0.074$, 95% CI [−0.18, 0.03]; $\beta = -0.103$; partial $f^2 = 0.01$); therefore, the third hypothesis is rejected. The confidence interval for the gratitude coefficient includes zero.

The regression equation obtained in this study is $Y = 44.094 + 0.640X_1 - 0.074X_2$. This equation shows that, on average, a one-unit higher self-presentation score was associated with a 0.640-unit higher body dissatisfaction score. A one-unit higher gratitude score was associated with a 0.074-unit lower body dissatisfaction score, holding the other variable constant, but this coefficient was not significantly different from zero. The constant value of 44.094 indicates the value of body dissatisfaction when self-presentation and gratitude are zero.

Table 10. Results of the Coefficient of Determination Test

| $R^2$ |
|---|
| 0.100 |

An $R^2$ value of 0.100 was obtained (approximate 95% CI [0.04, 0.17]; Cohen's $f^2 = 0.11$, a small-to-medium effect). This indicates that 10% of the variance in body dissatisfaction is statistically accounted for by self-presentation and gratitude, while the remainder is associated with other factors outside this study.

Table 11. Components of the Effective Contribution Formula of Each Independent Variable to the Dependent Variable

| Variable | β Coefficient | Cross Product | Regression (Sum of Squares) | SE Total ($R^2$) |
|---|---|---|---|---|
| Self-Presentation – Body Dissatisfaction | 0.370 | 6391.815 | | |
| Gratitude – Body Dissatisfaction | -0.103 | 6378.252 | 3620.164 | 0.100 |

Based on calculations using this formula, the Effective Contribution of the independent variable self-presentation to body dissatisfaction is 6.53%, while the Effective Contribution of the independent variable gratitude to the dependent variable body dissatisfaction is -1.81%.

## DISCUSSION

The results of the analysis show that self-presentation has a significant relationship with body dissatisfaction among social media users. This finding indicates that the higher an individual's tendency to present an ideal self-image on social media, the higher their tendency to experience body dissatisfaction. In other words, individuals who try to create a positive impression through posting photos, videos, and other content on social media tend to pay greater attention to their physical appearance. Excessive attention to appearance may be accompanied by a negative evaluation of one's body when individuals feel that their physical condition does not match the beauty standards that circulate on social media. The results of this study are in line with the theory proposed by Rozika and Ramdhani (2016), who explain that self-presentation refers to a person's act of managing how they appear so as to match the image they wish to project to others. In the context of social media, Fullwood et al. (2016) explain that individuals have the opportunity to select, edit, and display the self-image considered most ideal, so that attention to physical appearance becomes even greater.

The findings of this study are supported by research by Celine and Sojatningsih (2024), which shows a positive relationship between self-presentation and body dissatisfaction among social media users. Individuals with a high tendency to build an ideal self-image evaluate their appearance more often and may therefore more easily feel dissatisfied with their body shape. The results of this study are also in line with research by Hashmi et al. (2022), which found that perfectionistic self-presentation is positively related to body dissatisfaction. Individuals who strive to present themselves perfectly tend to compare their appearance with others more often, which may increase dissatisfaction with the body. Research by Tiggemann et al. (2020) also shows that photo editing as part of self-presentation on social media is associated with higher body dissatisfaction among young adult women. In addition, Perloff (2014) explains that social media provides an environment that allows individuals to make social comparisons continuously, thereby reinforcing attention to physical appearance and increasing the risk of body dissatisfaction. Because the present design is cross-sectional, the direction of the relationship cannot be determined. It is also plausible that women who are already dissatisfied with their bodies curate, edit, and manage their online images more intensively (reverse direction), or that both variables are influenced by a third variable such as appearance comparison or self-esteem.

Theoretically, this relationship can be explained through the Social Comparison Theory proposed by Festinger (1954). This theory explains that individuals tend to compare themselves with others as a basis for self-evaluation. On social media, this comparison process is more intense because individuals are constantly exposed to photos and videos showing ideal bodies, attractive faces, and seemingly perfect lives. This exposure may

prompt individuals to evaluate their own appearance, thereby increasing the risk of body dissatisfaction (Fardouly & Vartanian, 2015). This condition is even more likely among young adult women because, according to Wahyuni et al. (2024), individuals in early adulthood tend to experience dissatisfaction with their body shape and appearance due to social demands and the desire to gain attractiveness and social acceptance. Therefore, at this developmental stage, women tend to pay greater attention to physical appearance and are more easily influenced by the beauty standards displayed on social media.

Furthermore, in the partial test the relationship between gratitude and body dissatisfaction was in the expected negative direction but was not statistically significant ($\beta = -0.103$; $p = 0.164$), so the third hypothesis was not supported. The 95% confidence interval for the coefficient included zero, and the unique contribution of gratitude was very small (partial $f^2 \approx 0.01$). The present data therefore do not allow the conclusion that individuals with higher gratitude have lower body dissatisfaction. Gratitude may still help individuals accept themselves more fully and avoid fixating on their physical shortcomings, as suggested by earlier studies, but this was not confirmed in this study.

Earlier research by Ramadhani and Ningsih (2021) reported that gratitude is related to better self-acceptance, so that individuals may be better able to accept their physical condition without constantly comparing it with others. Individuals with high gratitude may focus on their strengths rather than their physical shortcomings and may thus be better able to develop a positive body image. Research by Homan and Tylka (2018) also explains that gratitude is linked to greater body appreciation, namely an individual's ability to value, accept, and care for their body. Research by Dunaev et al. (2018) reports that gratitude is associated with a more positive relationship with one's body and with lower body dissatisfaction. In addition, Fraser et al. (2022) found that gratitude-based interventions can increase body acceptance and reduce body dissatisfaction among young adult women. These earlier findings suggest that gratitude may be a psychological factor that helps individuals develop a more positive view of themselves; however, the present study did not find a significant unique association once self-presentation was taken into account.

Moreover, the relationship between gratitude and body dissatisfaction in this study was weaker than that of self-presentation and, unlike self-presentation, was not statistically significant. Several explanations are possible. The two predictors overlapped (the tolerance of 0.615 implies a correlation of about .62), so part of the variance shared with body dissatisfaction may be attributable to self-presentation. The gratitude scale was developed by the researchers, and the assumption tests showed a non-linear relationship and heteroscedasticity for gratitude, which may have reduced the precision of its estimate. In addition, body dissatisfaction among social media users is probably influenced by other factors that were not measured here, such as the intensity of social media use, the tendency to engage in social comparison, the internalization of beauty standards, and social pressure regarding physical appearance. Individuals with high gratitude may still experience body dissatisfaction if they frequently compare their bodies with the ideal figures displayed on social media. Gratitude may therefore be a protective factor, as earlier studies suggest, but this study did not find statistical support for such a unique protective association.

Overall, the results show that self-presentation and gratitude, together, are significantly related to body dissatisfaction among social media users, but only self-presentation made a significant unique contribution, and the combined contribution of the two variables was modest ($R^2 = 0.100$). This finding suggests that body dissatisfaction is associated with a combination of internal and external factors. Self-presentation describes how individuals strive to build an ideal self-image to gain social acceptance, whereas gratitude reflects an individual's capacity to accept and value themselves. Women who focused more on building an ideal self-image tended to report higher body dissatisfaction. Gratitude may be a protective factor against body dissatisfaction even amid high exposure to beauty standards on social media, as earlier studies suggest, but the present data did not provide statistical support for a unique protective association.

This study contributes to broadening research on the psychological factors related to body dissatisfaction among young adult women who use social media. The findings show that self-presentation had a stronger and statistically significant relationship with body dissatisfaction, whereas the relationship of gratitude was not significant. Therefore, preventive efforts may need to be directed not only at fostering gratitude but also at supporting healthier social media use, improving media and digital literacy, reducing the tendency toward social

comparison, and strengthening self-acceptance and body appreciation. Media literacy education and gratitude-based and body-positive interventions are promising directions; however, because this study is cross-sectional and correlational, their effectiveness needs to be tested in longitudinal or experimental research before firm conclusions are drawn. The results can serve as an initial basis for developing psychoeducation programs that promote a positive body image among young adult women who use social media.

### Limitations

Several limitations should be considered when interpreting these findings. First, the study used a cross-sectional correlational design. The results therefore describe associations at one point in time and cannot show that self-presentation increases body dissatisfaction or that gratitude reduces it. The direction may also be reversed, because women who are dissatisfied with their bodies may curate and edit their online images more heavily, and a third variable such as appearance comparison or self-esteem may influence both. Second, all variables were measured by self-report, so common method bias and social desirability may have influenced the responses, particularly because body image is a sensitive topic; no procedural or statistical check for common method bias was conducted. Third, the instruments were developed by the researchers, evidence of validity was limited to content validity, and the scales were not compared with established measures. In addition, the theoretical basis of the body dissatisfaction scale (Cooper et al., 1987) was developed in a Western sample, so the instrument may not fully capture appearance norms and body-related concerns in Indonesian culture.

Fourth, the sample was recruited through purposive sampling and consisted only of young adult women who use social media in East Java. The findings may therefore not generalize to men, other age groups, other regions, or other cultures, and the sample may over-represent frequent social media users. Data on the platforms used and on daily social media or screen time were not collected, so differences by platform or by intensity of use could not be examined. Fifth, self-presentation was analyzed as a single total score that combines idealized aspects (ideal self) with aspects that reflect authentic presentation (consistent self); because these may relate to body dissatisfaction in different, even opposite, ways, the total score may mask more specific relationships. Sixth, important confounders, such as time spent on social media, appearance comparison, self-esteem, body mass index, and mental health history, were not measured or controlled, and the model accounted for only 10% of the variance in body dissatisfaction. Finally, the assumption tests showed non-normal scores, a non-linear relationship between gratitude and body dissatisfaction, and heteroscedasticity for gratitude. Although the large sample reduces the sensitivity of the F and t tests to non-normality, the estimates for gratitude should be interpreted cautiously, and robust or bootstrapped estimates would be preferable in future analyses.

## CONCLUSION AND RECOMMENDATIONS

This study aimed to analyze the relationship of self-presentation and gratitude with body dissatisfaction among women who use social media in East Java. The results show that self-presentation has a significant positive relationship with body dissatisfaction, whereas gratitude does not show a significant relationship in the partial test. However, simultaneously, self-presentation and gratitude have a significant relationship with body dissatisfaction, although their combined contribution is relatively low ($R^2 = 0.100$). This finding indicates that body dissatisfaction is a complex psychological phenomenon influenced by many factors and therefore cannot be explained by self-presentation and gratitude alone. The findings contribute to the development of psychology, particularly in social psychology and media psychology, by showing that self-presentation is more strongly related to body dissatisfaction than gratitude is among women who use social media. These results are consistent with the view that self-image-building behavior on social media is more strongly associated with negative body evaluations than gratitude is, although the cross-sectional design does not allow causal conclusions. Therefore, efforts to prevent body dissatisfaction may need to be directed not only at strengthening internal psychological aspects but also at managing social media use behavior, increasing self-acceptance, and reducing the tendency to engage in social comparison.

### Further Research

Based on the results of the study, women who use social media are advised to use social media more wisely by reducing the tendency to engage in social comparison and by not using social media beauty standards as a

yardstick for assessing themselves. Improving self-acceptance and appreciation of the uniqueness of one's body is expected to help reduce the tendency toward body dissatisfaction. Families are expected to provide positive emotional support and to instill appreciation for individuals' abilities, character, and potential, so that women are not oriented only toward physical appearance in forming their self-concept. Educators, counselors, and mental health practitioners may consider media literacy education that helps young women recognize how images on social media are selected and edited, together with gratitude-based and body-positive interventions that foster self-acceptance and body appreciation. Because the present design cannot show that such programs reduce body dissatisfaction, their effectiveness should be evaluated empirically. Future researchers are advised, first, to use longitudinal or experimental designs, such as a gratitude intervention, to test causal and reciprocal relationships, and to conduct cross-cultural longitudinal research. Second, they should go beyond correlation by testing moderation (for example, whether gratitude buffers the relationship between self-presentation and body dissatisfaction; Homan et al., 2014) and mediation models with bootstrapping, while controlling for social media use, appearance comparison, self-esteem, age, and body mass index, and reporting effect sizes and confidence intervals. Third, they should use instruments with established validity and reliability, including a self-presentation measure that distinguishes authentic from idealized presentation. Fourth, they should involve more diverse samples, including men, other age groups, regions, and cultures, and compare results across gender and social media platforms, while recording participants' daily screen time. Finally, interviews or mixed-methods designs may be used to capture how users experience editing and posting their images.

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