Enhancing Physical Appearance On Self Esteem: The Intensity Of Learning As A Moderation

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Abstract. This study investigated the effect of physical appearance on self-esteem with the intensity of learning via media as a moderating variable. The data were processed by regression analysis to examine the effect of physical appearance on self-esteem without involving moderation. The data were also tested with sub-group analysis to test whether the intensity of learning via media as a moderating variable was able to strengthen the effect of physical appearance on self-esteem. The test results without moderation denote that physical appearance has a positive effect on self-esteem. The results of the sub-group analysis indicate that the effect of physical appearance on self-esteem will be stronger for respondents who have the intensity of learning to exercise their faces and bodies regularly. Physical appearance positively and significantly affects self-esteem in respondents who have routine learning intensity. However, physical appearance does not affect self-esteem in respondents who have low learning intensity and are not routine. There are 144 respondents who joined in this research.

Keywords: Physical appearance; self esteem; learning intensity.
Introduction

Research conducted by Walter et al. (2020) in 45 (forty-five) countries, men choose female partners based on physical attractiveness. The face and premium physical appearance of men and women will provide special benefits and invite special treatment from other parties. The research results of Solnick & Schweitzer (1999) support it, beauty has a positive effect on personal and social strength, self-esteem, and preferential treatment from other parties. Research repeatedly shows that there are links between beauty and social variables, personal strength, and preferential treatment from others (Bloch & Richins, 1992; Goldman & Lewis, 1977). Discrimination and even harassment of physical appearance also occur in the workplace. Discrimination in the physical appearance of employee candidates for certain positions in the recruitment process is a fact that often occurs, even though after working is not very real (Barth & Wagner, 2017). Good and positive treatment from the surrounding environment towards someone will have an impact on high self-esteem. In several previous studies, fashion and cosmetic advertisements in various media have a very positive or negative impact on women compared to men (Walter et al., 2020). Ads that are not really can cause low self-esteem and anxiety in women. Dissatisfaction with facial appearance and body shape encourages women to increase the use of cosmetics and additional treatments. Cosmetics can manipulate facial appearance (Britton, 2012).

Comparing one's own appearance with others (social comparison) plays an important role in explaining why the use of other-oriented social media undermines self-esteem over time (Fardouly et al., 2017; Fardouly et al., 2015; Fardouly & Vartanian, 2015). Social comparisons on various social media such as Youtube, Instagram, Facebook are more often carried out by the female gender (Walter et al., 2020) so that respondents in their study were selected only by women. Physical comparisons through various media can affect emotional conditions, moods, and attitudes, and can even cause anxiety to have a negative impact on the self-esteem of children to adolescent girls aged 10, 12, and 14 years (Steinsbekk et al., 2021). Hogue & Mills (2019) examined female respondents aged 18-27 who interacted with social media to compare their body image with certain ideal figures who experience low self-esteem. Previous research has emphasized the findings that adolescents and young women tend to be actively involved in various media to make social comparisons of self-appearance which can damage self-esteem. This study focuses more on the positive effect of using media as a learning process to improve physical appearance which can have a positive impact on self-esteem. This research is interested in the topic which is still rarely studied. The researcher predicts that the use of social media as a learning process to increase knowledge and skills in the field of physical appearance can actually have a positive impact on self-esteem. Besides that, the previous studies did not separate the physical appearance dimensions, which included the original physical appearance (PFO) and the physical appearance of the accessories (PFT).

Literature Review

Learning Process through Media
Media is a means of communication channels that function to convey information and become a reference for the learning process by both individuals and corporations. The media used in their research are online (Facebook, Youtube, Instagram, online magazines) and offline (books, magazines, brochures) which provide reviews, share knowledge and experiences, talk shows, tutorials related to facial care, fashion products, and cosmetics. The fusion of advances in communication technology with the e-life style of society has resulted in communication interactions without boundaries of territory and time. Every communicator is unique in presenting herself attractively through the process of editing, sharing, tutorials by vloggers (Britt, 2015). Adolescent girls aged less than 20 years use photo displays and often compare their appearance with others (Duggan et al., 2015; Haferkamp et al., 2012; Grabe et al., 2014). Social comparison of physical appearance by watching media by teenagers has a more negative impact on women than men (Meyers-Levy & Zhu, 2012). Women tend to compare themselves with physical appearances on various media and tend to increase their physical attractiveness. The understanding of adolescent and young women to use media as a source of learning physical appearance is very important. The learning process occurs when they watch and implement various sharing and tutorials of knowledge and skills to increase the attractiveness of their physical appearance so that they become more confident and feel worthwhile.

**Physical Appearance**

This study involved two dimensions of physical appearance variables, namely: (1) Original physical appearance including taking care of the eyes, nose, face, skin, and body shape; (2) Physical appearance of accessories include clothes, bags, shoes, accessories, cosmetics. Referring to some previous research, physical appearance affects the preferential treatment of other parties (Bloch & Richins, 1992; Goldman & Lewis, 1977). Even the findings of Benzeval et al. (2013), using longitudinal data on students aged 15 years, and repeating research on the same respondent 20 years later, showed that premium physical attractiveness triggered higher status at levels of education, occupation, salary, and social status than individuals without physical attraction. Respondents with premium faces have a much better socioeconomic life at the age of 36 than respondents who do not have it. Some individuals believe with a more attractive appearance will get "more" attention from other parties and get the convenience of a job and a "good and stable" life partner. Therefore, teenage and young women are competing to look premium.

**Self Esteem**

Self-esteem is a person's view of herself, showing the extent to which a person evaluates the attributes and dimensions of various aspects of the self, including good vs bad, positive vs negative, and valuable (useful) vs not valuable (Leary & Baumeister, 2000). Their point of view will influence a person's attitude, behavior, and response. Self-esteem is an individual is the result of continuous evaluation related to oneself and interactions with the environment. Individuals who get respect, acceptance, and attention from others, assess themselves as capable, valuable, meaningful, and competent in living their life. Self-esteem is a person's general assessment of herself either in the form of a negative assessment or a positive assessment which ultimately results in a feeling of self-worth or self-worth in living her life and activities (Sages & Grable, 2011).
Self-esteem also refers to an individual scheme to know the truth about herself. Self-esteem focuses on individual perceptions of how they are influenced by others in their environment. Self-esteem can produce positive and negative assessments of themselves. Self-assessment has a profound impact on thinking, feeling, and self-existence (Onyibo, 2015). Self-esteem will fluctuate in relation to success, failure, up-down conditions in social relations, and life experiences (Heatherton & Polivy, 1991). A person with high self-esteem has a clear, consistent, and stable perspective on herself. Conversely, someone with low self-esteem does not understand herself well. Her self-concept is confusing, contradictory, unstable, indeterminate, full of gaps. Self-esteem affects various behaviors (Baumister, 1997).

**Relationship between physical appearance, learning via media, and self esteem**

Referring to several studies on the impact of advertising that exaggerates physical appearance in fashion and cosmetics can cause anxiety, low self-esteem, and low self-esteem in many women. Women polish their appearance and face to increase self-confidence and self-esteem. According to Britton (2012), every individual has fashion and cosmetic preferences that best suit her. Individuals who have a physical appearance that is in accordance with society's acceptance standards or their idealized figure from media impressions will have high self-esteem. There are other factors that affect self-esteem, but this study emphasizes only one factor, namely physical appearance (Baumeister et al., 2003). Patrick et al. (2004) also revealed that comparison of physical appearance with other parties through various media causes stressfulness in those who have lower physical attractiveness and for those who base self-esteem on physical appearance. There is a significant influence between body image and self-esteem of adolescents who participate in fitness exercises (Henggaryadi, 2012).

The results of previous research stated that social comparison regarding physical appearance has a negative effect on self-esteem, so this study investigates that if a person is able to increase the attractiveness of his physical appearance through a learning process from various media, then the promotion in physical appearance will increase her self-esteem. Therefore, the researcher formulated the following hypothesis:

Hypothesis 1: Learning original physical appearance (PFO) influences self-esteem
Hypothesis 2: Learning the physical appearance of accessories (PFT) influences self-esteem

Someone who feels that she has an ideal physical appearance in accordance with the standards of acceptance by society and the world of work can enhance her self-esteem. The research that has been done is examining one component of physical appearance in men and women, namely body image (body shape and size). Social media really inspires people's perceptions of a beautiful, elegant, and fit physical appearance. The study resulted in the finding that the exchange of information and visual images between friends on social media have influences among them (Perloff, 2014). Many videos, blog spots, various posts on social media are sponsored by cosmetic companies, although some advertisements in text form run on TV, and advertisements are embedded in videos. The rise of beauty shows in various mass media has also shaped perceptions about original and accessories physical appearance.
In a survey in the USA of 500 adolescents aged 9-16 years, 70% of them believe the media has provided an idea of an ideal body, and 47% of the sample is trying to lose weight. The media (television and magazines) have developed the perception of adolescent and adult women about the ideal body shape they should have (Field et al., 1999). Social media really inspires people's perceptions of a beautiful, elegant, and fit physical appearance. Based on several studies conducted, physical appearance can promote the self-esteem of men and women. The number of vloggers who share knowledge and skills regarding physical appearance care is very beneficial for adolescents and young women to continue learning.

YouTube is a very popular medium for professional and amateur practitioners, as well as an object of free time for netizens. Based on the data, there are hundreds of videos uploaded every minute, one of the most popular is the "beauty vlog" all over the world. A lot of beauty gurus who are considered professionals provide reviews of cosmetic product reviews, make-up tutorials, and share skincare routines. Besides that, there are still lots of interactive beauty talk shows and tutorials, such as Michelle Phan (username "MichellePhan"), Bethany Mota ("Macbarbie07") from the US, Zoe Sugg ("Zoella") from the UK, and Mari and Castrejon ("Yuya") from Mexico (Fischer, 2014). The video channel for beauty entrepreneur Michelle Phan surpasses 5 million viewers and is close to 4,300 views per day (VidStats, 2014). Elle and Blair Fowler also experienced the same thing, a beauty channel that was visited by more than 250 million viewers (Wikipedia). It is a source of learning to improve the physical appearance of adolescents and young women. Referring to the description that has been discussed above, the following hypothesis is formulated:

Hypothesis 3: Original physical appearance influences self-esteem with the intensity of learning as a moderator.

Hypothesis 4: Accessories physical appearance influences self-esteem with the intensity of learning as a moderator.

From the above discussion, the following research model was created:

![Research Model Diagram](image)

**Figure 1. Research Model**
Methods

The study involved 144 respondents who are currently pursuing higher education. The sampling method used purposive sampling, with criteria: female respondents who have used social media as learning to enhance the physical appearance.

Table 1. Demographic

<table>
<thead>
<tr>
<th>Component</th>
<th>Year</th>
<th>Amount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>≤ 20</td>
<td>77</td>
<td>53,47</td>
</tr>
<tr>
<td></td>
<td>&gt; 20</td>
<td>67</td>
<td>46,53</td>
</tr>
<tr>
<td>Education</td>
<td>1&lt; up to ≤ 2</td>
<td>43</td>
<td>29,86</td>
</tr>
<tr>
<td></td>
<td>2 &lt; up to ≤ 3 t</td>
<td>34</td>
<td>23,61</td>
</tr>
<tr>
<td></td>
<td>3&lt; up to ≤ 4,5</td>
<td>19</td>
<td>13,19</td>
</tr>
</tbody>
</table>

Respondents answered the questionnaire which included filling in answers, answer choices, and a Likert scale of points 1 to 5 from strongly disagree - strongly agree. Sample questions with answer choices: How often do you read/watch media that discusses learning tutorials, sharing treatments, and physical beauty to enhance physical appearance? (a) every day (b) once a week (c) not routine (d) very rarely.

Physical appearance variables were measured using a research instrument with a Likert scale. Several question items for one original physical beauty variable related to facial care, body shape, skin, eyes, nose, lips. Sample questions: natural beauty facial care is important to me; nose shape according to my expectation. The sample of question items to measure the physical appearance of accessories includes a sample of self-esteem question items adopting the 10 Rosenberg scale (1965) in Michael et al. (2008) and (Balogun, 2012).

Researchers conducted two stages of hypothesis testing using SPSS. The first stage examines the effect of physical beauty on self-esteem without involving learning via media as a moderating variable. The second stage, examining the effect of physical beauty on self-esteem by involving the intensity of media learning as a moderating variable using sub-group analysis. The first group consists of respondents who frequently (every day/every week) read and/or watch learning in the media to improve their physical appearance. Meanwhile, the second group was respondents who not routine and very rarely watched the media to improve their physical appearance.

Results And Discussion

This study tested the reliability and validity of the research instruments used. The reliability results with Cronbach alpha above 0.6 only involve valid questionnaire items. The correlation between each independent and dependent variable has a significance below 0.01 can be seen in table 2.
Table 2. Mean, Standard Deviation, Correlation

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Mean</th>
<th>SD</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. PFO</td>
<td>3.34</td>
<td>0.529</td>
<td>0.672</td>
<td>0.698</td>
<td>0.741</td>
</tr>
<tr>
<td>2. PFT</td>
<td>2.98</td>
<td>0.449</td>
<td>0.214*</td>
<td>0.698</td>
<td></td>
</tr>
<tr>
<td>3. SE</td>
<td>3.65</td>
<td>0.658</td>
<td>0.327**</td>
<td>0.231**</td>
<td></td>
</tr>
<tr>
<td>FMM</td>
<td>3.04</td>
<td>0.864</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: FMM = intensity of watching; the Cronbach alpha value in brackets; ** significant ≤ 0.01 and * significant ≤ 0.05

In table 3, the results of hypothesis 1 and 2 test for each dimension of the physical appearance variable both original (PFO) and accessories (PFT) are supported, which means that PFO and PFT have a positive and significant effect on self-esteem (SE). The research separates the physical appearance of PFO and PFT, original physical appearance, such as natural treatments for a beautiful, attractive face and ideal body shape that can increase self-esteem. If PFO is not yet ideal, by doing various treatments and appearance modifications, as well as providing additional accessories (PFT) such as make up, followed by a stylish appearance can increase one's attractiveness and be able to increase self-esteem. Make-up is analogous to "facial clothing" which can support the psychological condition of adolescent and young women. Research conducted by Lee & Oh (2018) young women who have positive self-esteem using make-up is in line with the development of a leading trend. Meanwhile, those who have negative self-esteem use make-up to cover up flaws in the face and remove feelings of inferiority and finally succeed in having positive self esteem. Haekyung Yu & Minsun Lee (2020) conducted a pre test and post test, female students who took selfies using make-up had a much better atmosphere and satisfaction than when they didn't put any makeup on their faces and bodies. Tran et al. (2020) studied 90% of beauty ambassadors aged 18 to 29 years from several countries applying make-up to upgrade self-confidence and self-esteem; aesthetics and stylish clothing have a positive effect on self esteem (Chung Mi Sil, 2007)

Refer to Table 3, when the original physical appearance (PFO) and the physical appearance of accessories (PFT) are regressed together, both have a positive and significant effect on self-esteem. PFO has a stronger effect on self-esteem than PFT which is reflected in the beta value of 0.291> 0.169. From this result, it can be concluded that one can improve the original physical appearance (PFO) to be attractive to promote self-esteem. Individuals who have mediocre or less attractive physical appearances, they tend to use a variety of additional accessories to enhance their appearance. The control variable in this study was body weight (BW). Body weight has a negative effect on self-esteem, increased body weight will reduce self-esteem, can cause anxiety, loss of self-confidence and self-esteem. Increased body weight will reduce a person's self-esteem, these findings support previous research. Overweight will reduce self-esteem, it can even lead to depression in young adolescent girl (J. Lee & Yen, 2014; Ching et al., 2021).
In table 4, the results of hypothesis testing 3 and 4 for each dimension of the variable physical appearance both original (PFO) and accessories (PFT) are supported, respondents who have the intensity of watching learning videos and tutorials regarding original physical appearance and accessories will feel a positive impact the effect of physical appearance on self-esteem. On the other hand, for respondents who do not routinely and very rarely watch instructional media, physical appearance has no effect on self-esteem. Research by Fardouly et al. (2018) that women tend to aspire and have idealized figure models. This can provide self-confidence and increase self-esteem; watching intensity also has an effect (Fardouly et al., 2017).

Adolescents who use self-oriented social media can position themselves to receive positive feedback and confirmation of appearance and thus show fostered self-esteem (Steinsbekk et al., 2021). The same thing also applies to this study, adolescent and young women who use media as a source of learning to improve physical appearance will also have a positive impact on improving self-esteem. In this study, PFO and PFT have more positive impact on self-esteem when including the intensity of learning through media (Table 4) than before (Table 3). There is an increase in the influence of independent variables on self-esteem. It can be compared from tables 3 and 4, the beta value has a greater value after adding the moderating variable. The intensity of learning to upgrade physical appearance strengthen positive impact on detonating self-esteem.
Conclusion

The intensity of watching the media increases the ability of the original physical appearance variables and accessories to explain self-esteem, which is indicated by the R2 value without moderation of 13.4%, and after involving moderation it increases to 18.5%. Young millennials and parents (of adolescents) who understand the results of this study, can encourage the intensity and length of time interacting with instructional media that educates facial and body care properly to boost their self-esteem. High self-esteem needs to be pursued from childhood to university studies. The importance of keeping self-esteem positive and high is based on the following research findings.

The results of research by Salmela-Aro & Nurmi (2007) with a longitudinal study for 15 years showed that those who had high or low self-esteem during their university studies were a predictor of how individuals work-life 10 years later. High self-esteem during university studies can predict someone who works with better wages and socio-economic conditions since the beginning of working life. Meanwhile, low self-esteem is predicted to be unemployed in the next 10 years. In addition, those who have a high level of self-esteem during their university studies are predicted to experience higher job satisfaction and work engagement in the future. Conversely, low self-esteem predicts high levels of fatigue at work. The results of this prediction were supported when a repeat study was carried out on the same respondents 10 years later. This result is also consistent with research conducted by Winefield & Tiggemann (1985); Vinokur & Schul (1997); Caplan et al. (1989). The next finding is that high self-esteem can predict the level of received wages and an established economic condition (Twenge & Campbell, 2002).

Efforts to persuade adolescent and young women aged 18-30 years old not to make comparisons of physical appearance with slim models because it will cause dissatisfaction and destroy self-esteem (Mulgrew et al., 2020). Research in France shows that physical appearance can lead to discrimination when a person undergoes a selection process and although this is not the only basis for one's career development, however this remains invisible discrimination for career success (Barth & Wagner, 2017). This research is very useful and encourages adolescents and young women to have the correct perceptions and ways of using social media. Social media and the intensity of the use of social media are important to be addressed as a learning process in order to upgrade knowledge and skills to carry out facial, body care, and use of appropriate makeup. This prime physical appearance is one of the factors to increase self-esteem. High self-esteem can be a predictor of a person's future success and the attractiveness of physical appearance as invisible discrimination as a “hidden treasure” to equip one's core capabilities in achieving career success and financial stability.

Reference


https://en.wikipedia.org/wiki/Elle_and_Blair_Fowler download Desember 2020

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