THE INFLUENCE OF SELF-ACCEPTANCE AND SELF-FULFILLMENT ON BEAUTY ANXIETY IN BEAUTY VLOGGER AUDIENCES

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Keywords	Abstract
	During adolescence, individuals will experience a transition from childhood to adulthood. There will be many changes in behavior in response to difficult situations and environments, one of which is regarding personal appearance. The research aims to determine the influence of Self-Acceptance and Self-Fulfillment on Beauty Anxiety in Beauty Vlogger audiences. The research method used is quantitative. After distributing the questionnaire link to the population, there were 50 participants who met the criteria for filling out the Self-Acceptance (X1), Self-Fulfillment (X2), Beauty Anxiety (Y) questionnaires. All variables are normally distributed with an ordinal value of 0.063; 0.082; 0.056. Then, the linearity results show that the two variables, both self-acceptance and self-fulfillment, have a linear relationship with beauty anxiety. The results of the data analysis show that self-acceptance and self-fulfillment influence beauty anxiety. A person needs to have a high score on Self-Acceptance and Self-Fulfillment to be able to minimize anxiety about appearance (beauty anxiety).
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INTRODUCTION

There are various types of human development problems at each phase, especially entering adolescence. The problems of human development at each phase vary, especially when entering adolescence. Adolescents' physical condition is closely related to their self-confidence, making it possible to improve their appearance (Uyun, et al., 2023). This condition indicates that the emotional period is more dominant, triggering a response from the environment. Women will judge themselves by beauty. This is related to how they assess their body image so they can be confident in their appearance (Febtrina, et al., 2023). A positive body image can increase self-confidence, but if it is negative, it will reduce self-confidence.

Self-confidence is a benchmark for how a person shows his behavior towards the surrounding environment (Hamdanah & Surawan, 2022), and this is important for his life because it can show how well-being they have (Saumaa, 2022). With self-confidence, individuals can adapt to the surrounding environment, whether in society, work, and taking on life's challenges.

Nowadays, physical appearance is more important than ever. Evolving tastes and standards for beauty lead people to think about improving their appearance to have an identity, self-esteem, and high social value (Kuipers, 2022). Women especially like to do treatments to meet existing beauty standards by going to beauty clinics or self-care at home, and when the standard is reached, they post it on their social media.

However, the problem that occurs is that when social media is consumed by many people, especially women, it will indirectly cause a lot of distractions regarding the image of beauty itself, which can also cause anxiety when compared with other people (Tylka et al., 2023). Social media content shows that there is an influence on women's body image or shape anxiety (Fioravanti et al., 2022). So, many women fake themselves by using camera filters or using artificial intelligence to get the best body image in their picture.

Many content creators focus on make-up and women's ideal body image. This indirectly impacts the self-acceptance of the creator's audience. Several cases cause beauty anxiety or anxiety about beauty due to exposure to social media. It is explained that a woman is unable to accept her physical image due to watching beauty vlogger content on Instagram (Seekis & Barker, 2022). Then, research by Yao et al. (2021) also explains that the negative impact on the self-acceptance of women who watch beauty vloggers on social media is caused by low self-confidence. In fact, people should strengthen their self-acceptance by not judging themselves and their conditions so that they can maintain their own self-image.

The Indonesia National Adolescent Mental Health Survey (I-NAMHS) recorded that 2.45 million teenagers aged 10-17 years experienced mental disorders. The survey was dominated by anxiety disorders at 3.7%, major depressive disorder at 1%, behavioral disorders at 0.9%, post-traumatic stress disorder (PTSD), and attention deficit hyperactivity disorder (ADHD), each amounted to 0.5% (Gloria, 2022). This shows that anxiety disorders are closely related to teenagers, where recently, there has also been a phenomenon in the form of Beauty anxiety.

Beauty anxiety is a condition where a person is afraid of being rejected by the environment because their physical appearance does not conform to society's standards. According to Psychologist Dian Wisnuwardhani, beauty anxiety is usually experienced by young women who have had childhood trauma regarding their physical appearance and young women who live in big cities who consider their appearance attractive only from a physical perspective (Sukardi, 2023). Apart from that, research by Xu, J. (2023) revealed that social media has become a medium for increasing women's appearance anxiety and has an impact on mental health. What people talk about on the internet raises concerns about women's appearance. Especially beauty trends, which are followed by many people. Many young women are influenced by beauty problems and thus take part in activities that are detrimental to themselves.

The limitations of previous research were more about discussing the relationship between self-acceptance and self-fulfillment on body image, so this research discusses

the phenomenon of issues regarding self-acceptance, self-fulfillment, beauty standards, and the existence of beauty vloggers for teenagers with beauty anxiety. In research by Sari, N. L., Hayati, S., & Nurhikmah, N. (2023), it is explained that someone who can accept themselves well can see and act honestly without manipulating themselves. A person with good self-acceptance no longer feels lacking and is anxious about himself, either in terms of self-image or experiences beauty anxiety. Women who have high self-acceptance will not judge themselves and their conditions because they focus on paying attention and seeking more meaningful life experiences (Zipagan & Tan, 2023). So that, when someone has gained self-acceptance, they also get self-fulfillment, which can help someone to achieve happiness and prosperity in their life.

METHOD

The research design used in this research is quantitative research by collecting data based on numbers and statistical analysis (Rachmad, et al., 2024) to reveal the phenomenon of Self-Acceptance and Self-Fulfillment On Beauty Anxiety In Beauty Vlogger Audiences. Quantitative research methods are based on deductive reasoning, then the researcher creates a hypothesis that will be verified according to the results in the field (Machali, 2021). This research uses quantitative research, which aims to uncover problem cases empirically based on the results of the total scale score (Taherdoost, 2022). Thus, statistical analysis skills are needed in quantitative method research.

The instruments used in this study were Berger's Self-Acceptance Scale, Maslow's Hierarchy of Needs Motivated Person Questionnaire, and the Social Appearance Anxiety Scale.

Berger's Self-Acceptance Scale

This measuring instrument aims to determine a person's Self-Acceptance based on 36 statement items covering 9 Self-Acceptance indicators (Denmark, 1973). However, in this research , modifications to the instrument are carried out, and attention is still paid to the aspects and each indicator as per the following blueprint.

Table 1. Blueprint of Berger's Self-Acceptance Scale

Scale	Indicators	Item	Total
Self-Acceptance	Self-understanding	1	1
	Realistic expectations	1	1
	absence of environment obstacles	1	1
	Positive Social Attitude	1	1
	There is no major stress	1	1
	Influence of Success	1	1
	Identify with people who are well-adjusted	1	1

Scale	Indicators	Item	Total
	Broad self-perspective	1	1
	Good parenting patterns during childhood	1	1
	Total		10

This scale was used in Kenneth L. Denmark's research in 1973 to determine the leadership effectiveness of 613 workers working in 25 states in Texas, United States. The results show that high self-acceptance among workers is related to high leadership effectiveness. Thus, the Berger's Self-acceptance Scale measuring tool was deemed sufficient to be used in this research because the theoretical constructs used have similarities in that they are theoretically suitable for measuring the Self-Acceptance variable in this research.

Maslow's Hierarchy of Needs Motivated Person Questionnaire

Self-Fulfillment is closely related to human fulfillment efforts, where humans have reached the stage of fulfilling needs as in Maslow's hierarchy. The reason is that Self-Fulfillment is in harmony with aspects of human needs, according to Maslow (2010), namely physiological needs, security needs, trust and love needs, the need to be appreciated, and actualization needs, so the measuring tool that can be used is Maslow's Hierarchy of Motivated Needs Person Questionnaire. This scale measures the process of self-fulfillment but not self-actualization with 10 statement items.

Table 2. Blueprint of Maslow's Hierarchy of Needs Motivated Person Questionnaire

Scale	Indicators	Item	Total
Self-fulfillment	Physiological needs	1	1
	Safety and Security	7, 9, 10	3
	Love and Belonging	2, 4	2
	Self-Esteem	3, 5, 6, 8	4
Total			10

Social Appearance Anxiety Scale

The Social Appearance Anxiety Scale (SAAS) is a scale used to determine a person's overall anxiety about their appearance. Reichenberger et.al's (2022) research used SAAS and produced findings that social anxiety, fear of receiving negative views, and concerns about body shape and weight are assessments of people/groups of people towards other humans, resulting in fear of being judged negatively by other people.

Table 3. Blueprint Social Appearance Anxiety Scale

Scale	Indicators	Item	Total
Beauty Anxiety	Body Image Dissatisfaction	1, 4, 7, 8, 10	5
	Body Dysmorphic Disorder	5, 6, 9	3
	Social Anxiety	2, 3	2
	Total		10

The use of the SAAS scale in this research is a psychological dimension that is consistent and related to the concepts of social anxiety and body image disorders. Based on previous research, SAAS is an instrument that is easy to apply at any age level and any gender. So, researchers believe that SAAS can reveal beauty anxiety in the beauty vlogger audience.

Research Subject

Machali (2021) defines population as all research objects/subjects determined by the researcher. So, the population can also be said to be the total number of existing subjects with the same characteristics. The population in this research is the beauty vlogger audience in East Java Province.

According to Machali (2021), the sample is part of the population and is representative of the state of the research. This research sample was taken using non-probability sampling; that is, it does not provide equal opportunities to elements of the population, so only samples with certain criteria will be selected by the researcher. Meanwhile, the sample criteria consist of: (1) beauty vlogger audience aged 13-21 years; (2) are followers of beauty vloggers (TOP 10); and (3) have TB > 140 cm / BW > 40 kg.

Data Collection

The purpose of using questionnaires is to improve time efficiency for both researchers and respondents. For respondents, filling in answers will be easier because respondents only need to choose one alternative answer. For researchers, the answers to the questionnaire will be easier to process.

In collecting data, researchers used Google Forms, which respondents can use as long as they have a smartphone, laptop, computer, and internet network. The data obtained from Google Forms will be recapitulated in Microsoft Excel for further data processing. This choice was made for time efficiency and wide reach because the distribution was carried out using only a link.

RESULT

After conducting the survey, researchers collect research data from surveys or questionnaires that have been distributed to research subjects. There are 50 selected research subject data that meet the criteria with the following variable categories.

X1: Self-Acceptance
X2: Self-Fulfillment

Y: Beauty Anxiety

The results of the analysis obtained are as follows.

Descriptive Analysis

The first analysis carried out in this research is descriptive statistics, with the aim of analyzing, describing, and concluding the results of the data population (Talakua et al., 2020). Descriptive analysis is used only to present data obtained from the research sample on each variable individually. Research results are reported descriptively, representing and reporting data results using tables, figures and discussion of each statistical test (Siregar, 2021).

Normality Test

Before analyzing data, the Normality Test is used to describe whether there are items that are normally distributed or not. This research uses the Kolmogorov-Smirnov normality test. By fulfilling the requirements for a significance value of more than > 0.05 to produce a normal distribution, otherwise the assumption of normality is rejected.

Table 4. Normality Test used *Kolmogorov-Smirnov*

		X1	X2	Y
N		50	50	50
Normal Parameters	Mean	28,36	28,24	28,26
	Std. Deviation	7,997	7,994	8,005
Most Extreme Differences	Absolute	0,121	0,117	0,123
	Positive	0,121	0,117	0,118
	Negative	-0,120	-0,104	-0,123
Test Statistic		0,121	0,117	0,123
Asymp. Sig (2-tailed)		0,063	0,082	0,056

Based on Table 4, normally distributed data was produced from the three research variables. Variables X1, X2, and Y have sequential values of 0.063; 0.082; 0.056, which means more than the sig value. 0.05.

Linearity Test

With the linearity test, the relationship between the independent variable and the dependent variable can be determined. The requirement for research variables to have a relationship is if $p < 0.05$. Table 5 below shows the results of the linearity test of the research variables.

Table 5. Anova Test Results (X1-Y)

Linearity Test X1-Y

		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	Combined	3133,287	21	149,204	659,639	0,00
	Deviation from Linearity	4,165				
Within Groups		6,333	28	0,226		
Total		3139,620	49			

Based on Table 5, self-acceptance has a linear relationship with beauty anxiety, as shown by the deviation from the linearity value above 0.05.

Table 6. Anova Test Results (X2-Y)

Linearity Test X2-Y

		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	Combined	3133,120	21	142,687	7705.5113	0,00
	Deviation from Linearity	4,165				
Within Groups		0,5	27	0,019		
Total		3139,620	49			

Based on Table 6, self-fulfillment has a linear relationship with beauty anxiety, as shown by the deviation from the linearity value above 0.05.

Inferential Analysis

Inferential analysis is an analysis used to analyze data obtained from samples so that conclusions can be drawn to be generalized to the research population (Sugiono, 2012 in Talakua et al., 2020). In other words, inferential analysis is able to show phenomena that exist from the data obtained (Susilawati et al., 2019).

Multiple Regression Analysis

Using multiple linear regression, this research shows the direction and size of the influence between the independent and dependent variables (Ghozali, 2018). The results of the analysis using SPSS are shown as follows.

Table 7. T-test of Self-Acceptance Variable to Beauty Anxiety Variable

Model	Unstandardized	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	-0,80	0,246		-0,326	0,746
X1	0,999	0,008	0,998	119,610	0,00

Based on Table 7, there is an influence between Self-acceptance and Beauty Anxiety with a sig value. 0.746 and R Square 0.997. The meaning is a person with self-confidence has a low appearance anxiety score.

Table 8. Coefficient of Determination of the Self-Acceptance Variable on the Beauty Anxiety Variable.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,998	0,997	0,997	0,468

The results from Table 8 show an R Square value of 0.997, meaning that the influence of the self-acceptance variable on beauty anxiety is 99.7%, and 0.03% is influenced by variables that are not in this study.

Table 9. Coefficient of Determination of the Self-Fulfillment Variable on the Beauty Anxiety Variable

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000	1,000	1,000	0,143

Based on Table 9, the R square value is 1.000, meaning that the influence of the self-fulfillment variable on beauty anxiety is 100%.

Table 10. T-Test of the Self-Fulfillment Variable on the Beauty Anxiety Variable

Model	Unstandardized	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.

	Model					
1	(Constant)	-0,014	0,075		-0,186	0,853
	X2	1,001	0,003	1,000	392,990	0,00

Then, the next regression analysis was carried out between the variables Self-fulfillment and beauty anxiety and it was found that the sig value of 0.853 was greater than 0.05, so there was an influence between Self-fulfillment and Beauty anxiety, where if someone had a full sense of themselves then they would not have anxiety about appearance.

Table 11. T-Test Self-Acceptance Variable and Self-Fulfillment to Beauty Anxiety

Model	Unstandardized	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	-0,012	0,076		-0,326	0,875
X1	-0,012	0,047	-0,012	-0,264	0,793
X2	1,014	0,047	1,012	21,438	0,000

Utilizing SPPS, the results were found that there was an influence between the two independent variables and the dependent variable. So, to reduce beauty anxiety, a person must have high Self-Acceptance and Self-Fulfillment.

DISCUSSION

The Influence of Self-Acceptance on Beauty Anxiety

The results of data collection in the field found that self-acceptance had a significant effect on beauty anxiety. This explains that the more accepting a person is, the less they pay attention to their appearance. In line with the statement (Ryff, 1989) that self-acceptance is a condition when someone is able to create a positive attitude about themselves in any appearance or situation. A person with high self-acceptance is also able to make the best decision from existing considerations. This is supported by the individual's readiness to fail or succeed in achieving their life goals (Nadina, 2023). The role of self-acceptance certainly makes individuals more able to control responses to the surrounding environment and other people. So, with high self-acceptance, people do not easily devalue or judge themselves excessively.

Awareness of self-acceptance can reduce concerns about one's appearance and depression triggered by unreasonable beauty standards (Pomeroy, 2023). In other research, it is also emphasized that people who have a positive self-concept see beauty not only based on physical appearance but also consider other aspects such as self-confidence, independence, and emotional intelligence (Djajasaputra & Basaria, 2021). Obsession with a certain appearance can trigger depression and low self-esteem, so we need to focus more on aspects that are more meaningful than just physical appearance.

The Influence of Self-Fulfillment on Beauty Anxiety

This study reveals that self-fulfillment affects beauty anxiety. This explains that if a person has a full sense of himself, then he will not have anxiety about his appearance. In other research that is still related to the idea of beauty, self-appearance has an impact on negative body image, anxiety, lack of self-confidence, and bad perceptions of oneself among women (Dimas et all, 2020). This condition encourages cases of depression, anxiety and low self-fulfillment (Hughes et al., 2021). Simply put, self-fulfillment does not directly influence beauty anxiety, but many aspects of beauty anxiety are then directly correlated with self-fulfillment, for example, the aspect of Body Image Dissatisfaction, which is still closely related to self-objectification.

The Influence of Self-Acceptance and Self-Fulfillment on Beauty Anxiety

At the outset, it is known that the relationship between self-acceptance and self-fulfillment has been widely discussed. Research by Seekis and Kennedy (2023) revealed that the appearance of beauty vloggers on TikTok creates ideals and standards that are unattainable for most audiences. This means that individuals with low self-acceptance will always judge their appearance, which has a cruel impact on their mental health.

Self-acceptance and psychological well-being influence each other, and the meaning of life mediates them. Individuals who give meaning to their lives will build positive relationships with their surroundings, resulting in happiness due to self-acceptance and better relationship experiences (Akanni et al., 2023). In order to feel full, a person needs to maintain the stability of subjective well-being and increase their self-esteem; for example, patients with Systemic Lupus Erythematosus suffer from moderate levels of stress, have minimal self-esteem and feel like they have no skills, which affects their self-acceptance (Farouk et al., 2023). So, it can be a factor in how self-acceptance overcomes beauty anxiety.

Self-acceptance shows that physical anxiety can affect the level of self-confidence of ice hockey players, which has an impact on social life. For individuals with a good physique, it is a matter of pride to be shown at their best, but the opposite is true if their shortcomings are disappointing (Uyar, 2023). From these findings, we can conclude that self-acceptance and self-fulfillment have a positive correlation. This is a sign that a person's high level of self-acceptance is associated with peaceful psychological well-being and a good quality of life.

The analysis carried out in this research shows that self-acceptance and self-fulfillment have an influence on beauty anxiety. These three variables influence each other. Let's examine the root of the problem, namely unreasonable standards of beauty and the high pressure they generate. It can clearly lead to stress, anxiety, and low self-esteem. The most extreme thing that happens is that a person is hampered in being able to achieve self-acceptance and self-fulfillment (Gordon-Mead, 2023). It can also be interpreted that a person needs to have a high score on Self-Acceptance and Self-Fulfillment to minimize anxiety about appearance (beauty anxiety).

CONCLUSION

Research data was obtained from 50 respondents who met the criteria for filling out the Self-Acceptance (X1), Self-Fulfillment (X2), and Beauty Anxiety (Y) questionnaires. Based on analysis using descriptive analysis, the results of the variable normality test had sequential values of 0.063; 0.082; 0.056, which means the data are normally distributed. Then, the linearity results show that the two variables, both self-

acceptance and self-fulfillment, have a linear relationship with beauty anxiety. The final regression analysis, assisted by the SPSS application, has proven that self-acceptance and self-fulfillment have an influence on beauty anxiety. A person needs to have a high score on Self-Acceptance and Self-Fulfillment to be able to minimize anxiety about appearance (beauty anxiety). Self-fulfillment will make individuals feel full and complete about themselves, so for survivors of beauty anxiety; this means the mind-body in their life. The results of the cognitive and psychological dimensions (well-being) which are gradually carried out at the cognitive, affective and psychological evaluation stages of the individual, make a person feel full (mind-body) of himself. A person with fulfillment has a positive environment to support their complete development, making it easier for a survivor to build a positive circle. The quality of life is also better, as are health, financial well-being, individual freedom, and life balance. Of course, things that have a positive impact will help beauty anxiety survivors build relationships with other people or groups without feeling anxious.

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