

ABSTRACT

Standardization of physical appearance has increasingly influenced the formation and development of one's body image, especially among women. This phenomenon can alter one's perception of their body image as a demand to present oneself appropriately in public. This study utilizes a quantitative descriptive method to determine the existence or influence of Telkom University female students' perception as variable X on personal body image as variable Y. Based on the results of the descriptive analysis test, a significance value of $0.000 < 0.05$ was obtained, with a calculated t-value of $8.387 >$ the critical t-value of 1.660. The values provided in this study can prove that the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted, meaning that there is a significant influence of Telkom University female students' perception on personal body image. This implies that there is an influence of variable X, which is the perception of Telkom University female students, on variable Y, which is personal body image. The calculation results of the coefficient of determination indicate that Telkom University's perception affects personal body image by 41.8%.

Keywords: Perception, Body Image, Female Student, Telkom University