

## DAFTAR GAMBAR

|  |    |
|--|----|
| Gambar 1.1 Hasil Survei “Dove Supports the Be Real Body Image Pledge” .....  | 2  |
| Gambar 1.2 Diagram Pra Riset I.....  | 5  |
| Gambar 1.3 Diagram Pra Riset II.....   | 5  |
| Gambar 1.4 Diagram Pra Riset III .....                                       | 6  |
| Gambar 1.5 Diagram Pra Riset IV .....  | 6  |
| Gambar 2.1 Proses Terbentuknya Persepsi .....                                | 12 |
| Gambar 2.2 Kerangka Pemikiran Penelitian.....                                | 29 |
| Gambar 2.3 Hipotesis Penelitian.....   | 38 |
| Gambar 3.1 Tahapan Penelitian .....  | 37 |
| Gambar 3.2 Rumus Slovin .....  | 38 |
| Gambar 3.3 Rumus Slovin untuk Jumlah 100 Responden.....                      | 39 |
| Gambar 3.4 Teknik Korelasi <i>Pearson’s Product Moment</i> .....             | 49 |
| Gambar 3.5 Rumus Metode Cronbach’s Alpha .....                               | 43 |
| Gambar 3.6 Uji Kolmogorov Smirnov .....                                      | 45 |
| Gambar 3.7 Rumus Regresi Linear Sederhana .....                              | 46 |
| Gambar 3.8 Rumus Pearson Correlation Product Moment.....                     | 48 |
| Gambar 3.9 Nilai Koefisien Korelasi.....                                     | 48 |
| Gambar 4.1 Karakteristik Responden berdasarkan Usia.....                     | 51 |
| Gambar 4.2 Karakteristik Responden berdasarkan Angkatan di Universitas ..... | 52 |
| Gambar 4.3 Karakteristik Responden berdasarkan Fakultas di Universitas ..... | 53 |
| Gambar 4.4 Persentase Garis Kontinum Dimensi <i>Personal Effect</i> .....    | 55 |
| Gambar 4.5 Persentase Garis Kontinum Dimensi <i>Cultural Effect</i> .....    | 57 |

|  |    |
|--|----|
| Gambar 4.6 Persentase Garis Kontinum Dimensi <i>Physical Effect</i> .....      | 59 |
| Gambar 4.7 Persentase Garis Kontinum Dimensi Evaluasi Penampilan .....         | 60 |
| Gambar 4.8 Persentase Garis Kontinum Dimensi Orientasi Penampilan .....        | 62 |
| Gambar 4.9 Persentase Garis Kontinum Dimensi Kepuasan terhadap Penampilan .... | 64 |
| Gambar 4.10 Persentase Garis Kontinum Dimensi Kecemasan terhadap Penampilan .  | 65 |
| Gambar 4.11 Hasil Uji <i>Kolmogorov-Smirnov</i> .....                          | 66 |
| Gambar 4.12 Normal Probability Plot .....                                      | 67 |
| Gambar 4.13 Histogram .....  | 68 |
| Gambar 4.14 Variables Entered/Removed.....                                     | 69 |
| Gambar 4.15 Uji Analisis Regresi Linear Sederhana .....                        | 69 |
| Gambar 4.16 Hipotesis Parsial T (Uji T) .....                                  | 70 |
| Gambar 4.17 Korelasi Pearson's Product Moment.....                             | 71 |
| Gambar 4.18 Koefisien Determinasi.....   | 72 |