

“Look in The Mirror and Love Yourself!” : A Method of Increasing Self-Love in Beauty Filter Users

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ABSTRACT

The rise of beauty filters on social media can potentially have negative consequences for its users [1], especially for those who begin to experience a decrease in self love. The problem of self love in beauty filter users is a serious problem that needs to be addressed. In previous research, to increase the self-love is practiced by using the mirror talk method [2]. The researcher modified the mirror talk method while listening to the song "Tutur Batin" by Yura Yunita. The researcher chose to combine the mirror talk method with listening to and appreciating songs because through songs or music moral and social messages will feel lighter to accept. The song "Tutur Batin" was chosen because it has a theme of self-acceptance, and has become one of the movements to promote the importance of self-love [3]. This research used mixed methods, which is a combination method between qualitative approaches and quantitative approaches that are used together in a study. The quantitative approach used in this research is an experimental method with a one-group pretest-posttest design. [4]. While in the qualitative approach, the methods used are observation and interview methods. The analysis of quantitative data uses the Wilcoxon Signed Rank Tail Test. From the results of quantitative analysis, it shows that there is no significant difference in the level of self-love of the participants between before and after the intervention. However, based on the results of qualitative analysis, it shows that the intervention is effective for increasing self-love.

Keywords: *Beauty Filter, Self Love, Mirror Talk, Tutur Batin*

1. INTRODUCTION

Social media platforms provide various attractive features for their users. One feature that is favored by the community is the beauty filters feature [5]. This feature is available on almost all social media platforms [1]. Data in 2018, that 18% of all images on Instagram have been changed by users using beauty filters. Furthermore, Instagram has offered 20 different beauty filters since 2021 for users to choose [6]. Beauty filters are getting more popular every day, especially for young women. This happens because beauty filters are able to enhance their appearance and cover up their imperfections [7].

This beauty filter builds a new reality in society. Beauty filters can change one's appearance in an instant in order to conform to beauty standards that are often unattainable. Unrealistic beauty standards can add pressure especially for young women who feel that if they cannot meet the beauty standards then they are not beautiful [7]. In other words, this can cause feelings of self-love to decrease.

A survey by a British cosmetics company stated that one-fifth of the 2,069 respondents stated that they were reluctant to post photos on social media without editing (removing wrinkles, spots, etc.) at first. Meanwhile, around 37% of these respondents stated that they preferred their faces with beauty filters over their real faces [8]. In a survey [9], it was mentioned that 93.33% of respondents in the study would always try to look more beautiful and attractive when uploading photos or videos on social media (in this case Instagram).

The rise of beauty filters on social media can potentially have negative consequences for its users [1], especially for those who are starting to experience a decrease in self-love. From the social aspect, beauty filters can cause a person to experience fear of other people's views on him [10]. Moreover, the continuous use of beauty filters will lead to feelings of always wanting to be praised [11], more easily comparing himself with others which has an impact on lowering self-esteem [12], as well as causing feelings of envy and feelings of unwellness [1].

Then on the psychological aspect, being accustomed to looking beautiful on social media because of using beauty filters causes a person to feel afraid of meeting other people in person. This can also lead directly to a decrease in body image [1]. Many people feel dissatisfied with their own beauty, and even begin to hate themselves because they cannot look like women who seem perfect in the media [13]. Dissatisfaction with the body can be a reference for someone to do plastic surgery [14]. Even worse, if continued continuously, it will potentially cause depression to lead to suicidal ideation [15].

The problem of self-love in beauty filter users is a serious problem that needs to be addressed. In previous research, to increase the self-love is performed by using the mirror talk method. Mirror talk is a method in which individuals will be faced with a mirror to see their own reflection. At that time they are given time to think more openly about themselves with the aim that the individual is able to change all negative thoughts in themselves into positive thoughts [2]. This is supported by [15] who suggested that increasing self-love can be strengthened by using a mirror as a way to 'externalize' oneself as the object of that love.

The researcher modified the mirror talk method while listening to the song "Tutur Batin" by Yura Yunita. The researcher chose to combine the mirror talk method with listening to and appreciating songs because through songs or music moral and social messages will be lighter to receive. According to Grimonia, music is an important particle that can spread throughout the universe and can reach even the smallest gap [16].

The song "Tutur Batin" was chosen because it has the theme of self-acceptance, and has become one of the movements to promote the importance of self-love. The lyrics of the song very clearly illustrate the message of self-love, which is to love yourself with all forms of life realities that occur to everyone. The message of self-love conveyed through the lyrics of the song is that we become more grateful individuals, love and appreciate ourselves, and that individuals understand not to demand themselves to meet other people's beauty standards and to start accepting themselves wholeheartedly [3].

Based on the above explanation, the researcher is interested in examining the effect of mirror talk while listening to the song "Tutur Batin" to increase self-love in individuals who use beauty filters. The purpose of this study is to analyze the effect of mirror talk while listening to the song "Tutur Batin" by Yura Yunita to increase self-love in beauty filter users.

2. RESEARCH METHODS

1. Research Design

This research uses mixed methods, which is a combination method between qualitative approaches and quantitative approaches used together in a study so that the data obtained is more comprehensive, valid, reliable, and objective [17]. In the quantitative approach, the method used is an experimental method with a one-group pretest-posttest design. In this design, at the beginning of the study, participants were measured (pretest) before being given treatment or manipulation. After being given manipulation, measurements are taken again to participants (posttest) with the same measuring instrument. The effectiveness of giving treatment or manipulation can be seen from the difference between pretest and posttest [4]. While in the qualitative approach, the methods used are observation and interview methods.

2. Research Stages

The implementation of intervention activities was carried out for 2 meetings, with a duration of 30-40 minutes at each meeting. Before the intervention was implemented, the researcher first gave a briefing to the participant about the flow of the research to be carried out so that the participant could follow the entire training process smoothly.

Table 1. Stages of Intervention

Sessions	Activities
Session 1	The participant did positive self talk in front of the mirror by changing irrational thoughts into rational self talk.
Session 2	The participant listens to the song "Tutur Batin" for one round
Session 3	The participant performs silent talk in front of the mirror while listening to the song for 2 rounds.
Session 4	The participant performs self conversation talk.
Session 5	The participant performs silent talk while listening to the song "Tutur Batin" for 1 round.

3. Variables

The independent variable in this study is Mirror Talk while listening to the song "Tutur Batin" and the dependent variable is Self-Love.

4. Data Collection Technique

Determination of participants using purposive sampling or sampling as a data source with certain criteria [18]. The participant criteria are female beauty filter users with moderate to high usage levels. In more detail, the criteria for this research participant are as follows:

1) Female

This criterion is based on data from the Napoleon Cat Report [19], that as of February 2023, out of 106.72 million Instagram users in Indonesia, the majority of users are women, which is 53%.

2) Age 18-24 Years

Based on age, Napoleon Cat data shows that Instagram users are dominated by the age group 18-24 years, which is 37.8%. The next largest age group is 25-34 years old, which is 29.7%, followed by the 13-17 age group at 12.2% and 35.44 years old at 12.6%, 45-54 years old users at 4.9%, and the rest are in the 55 years and over age group [19].

Determination of these criteria is also supported by data from [20] which shows that the age group range of 18-24 years occupies the highest age group as active Instagram users, which is 517.7 million users or 32%.

3) Beauty Filter Users

To assess the use of filters for potential participants, the 'Selfie- Manipulation scale' was used [20].

4) In Semarang

This criterion was chosen to make it easier for participants to reach the research site which was conducted in the city of Semarang.

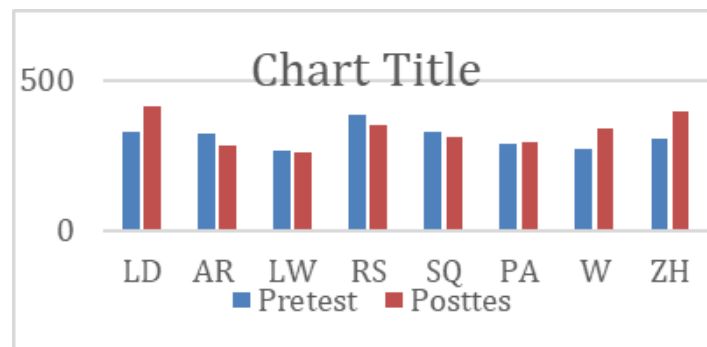
3. RESULTS AND DISCUSSION

Table 2. Pretest and Posttest Scores

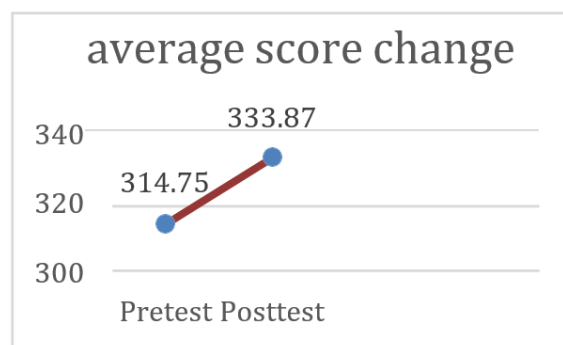
Participant	Pretest	Posttest
LD	330	414
AR	327	283
LW	270	265
RS	386	353

Participant	Pretest	Posttest
SQ	330	316
PA	291	298
W	274	343
ZH	310	399

Four participants experienced an increase in self-love scores on measurements between pretest and posttest, and two participants experienced a decrease in self-love scores on the same measurements.



Graph 1. Changes in Pretest - Posttest Scores



Graph 2. Changes in Mean Pretest and Posttest Self-Love Scores

The graph above shows the change in average pretest and posttest scores. Furthermore, statistical analysis was carried out using the Wilcoxon Signed Rank Tail test with the results:

		Ranks		
		N	Mean Rank	Sum of Ranks
Sesudah - Sebelum	Negative Ranks	4 ^a	3.25	13.00
	Positive Ranks	4 ^b	5.75	23.00
	Ties	0 ^c		
	Total	8		

a. Sesudah < Sebelum
b. Sesudah > Sebelum
c. Sesudah = Sebelum

Figure 2. Wilcoxon Signed Rank Tail Test Output

Test Statistics^a

	Sesudah - Sebelum
Z	-.700 ^b
Asymp. Sig. (2-tailed)	.484

a. Wilcoxon Signed Ranks Test

Figure 3. Statistical Output of Wilcoxon Signed Rank Tail

Based on the test results, it was found that there was no significant difference in the participant's self-love level between before and after the intervention. Judging from the value of $z = -0.700$ ($z < 1.96$).

From the results of interviews conducted after the implementation of the entire series of interventions, it was found that when the participants performed the intervention process, the participants felt touched and moved. Participants felt that the intervention could change the negative mindset into a positive one. "What made me feel 'awake' and realize during the intervention was when I saw my mole. I realized that it's actually okay to have a lot of moles. So now I'm used to the moles" (participant: SQ).

The intervention process did not only involve participants' feelings. More than that, there were several bodily responses that emerged during the intervention. Among them are participants feeling nervous, goosebumps, and trembling. Participants also had stomach cramps. In addition, participants also leaned more towards the mirror. Almost all participants also cried during the intervention. After the intervention process was over, participants felt relieved, and felt that a burden was gone. Participants felt more grateful, and less insecure. "It's like I'm more confident, when I used to look in the mirror, I would always say to myself 'how come I'm like this, how come I'm less like that', but after the intervention, I told myself that I'm not far behind people, everything is the same, so I'm more confident, I rarely criticize myself" (participant: LW). Participants no longer compare themselves with others, and are more careful in their words both to themselves and to others. Participants stated that the intervention was very influential in increasing self-love.

From this intervention, it succeeded in making participants more courageous to appear on social media without using beauty filters. "This intervention is really effective. Honestly, now I rarely use the camera with the IG filter. So now I use my regular camera" (participant: LW). This intervention is very likely to be done independently, because it can be a form of affirmation to oneself. Participants will also do this intervention (although outside of the research time) because this intervention can be used as an independent therapy when someone feels tired. "If I think it's important, sometimes we are tired, we are fragile, well we can talk to ourselves in front of the mirror, do interventions for encouragement and self-evaluation. So I think it's effective" (participant: LD).

From the results of the analysis, it can be concluded that the results of the qualitative analysis show more effects of the interventions that have been carried out compared to the results of the quantitative analysis. Participants personally stated and showed an increase in self-love because of the intervention that had been carried out.

4. CONCLUSION

The mirror talk method while listening to the song "Tutur Batin" by Yura Yunita is an intervention chosen in this study to improve low self-love. Researchers chose to combine the mirror talk method with listening to songs because through songs or music moral and social messages will feel lighter to accept. This study was analyzed using quantitative analysis and qualitative analysis. Quantitative analysis based on the Wilcoxon Signed test shows $z = -0.700$ ($z < 1.96$), which means there is no significant difference in the participant's level of self-love between before and after being given the intervention. Meanwhile, based on qualitative analysis through interviews, it was found that mirror talk while listening to the song "Tutur Batin" had a positive influence on participants' self-love.

5. AUTHORS' CONTRIBUTIONS

The first author was responsible for the research planning, methodology implementation, statistical analysis, and main writing of the article. The second author was responsible for developing the theoretical framework, evaluating the literature, and improving the structure and content of the article. The third author played a role in data collection, contributed to the discussion of research findings, and assisted in the writing of the article. The fourth author was responsible for the grammatical revision of the article, as well as helping to draft the final conclusion. The correspondent author, as a special contributor and research supervisor, provided new perspectives and insights in the interpretation of the results, provided direction, support, and substantial input in the planning and writing of the entire article.

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