"KEMBANG KUNCUP": An Alternative Model of Positive Body Image Promotion for Female College Student *

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ABSTRACT

Positive body image promotion is necessary to be done because even a little negative body image on female youth can cause body appearance and eating disorder. In the perspective of cognitive behavior approach, body image problem is caused by a gap between appearance, function, or body perception of the real one with the ideal one. Hence, the proper preventive perception is to make female youth have a positive body image. Cognitive Behavior Therapy (CBT) has been proved to overcome various eating disorder, body image problem, and obesity on children, teenagers, and adults effectively. But, preventive intervention is rarely applied to enhance body image particularly for college students. Therefore, the writers construct an alternative draft model of positive body image promotion for female college students, called "Kembang Kuncup", as an analogy for female college students who have not yet optimized their self-potentials. "Kembang Kuncup" also stands for "female college students group who are proud of their positive body image/kelompok mahasiswa bangga karena punya citra diri positif." "Kembang Kuncup" is composed of three big stages. They are psycho education, cognitive-behaviour, and interpersonal. Total number of all sessions is 12 times during 3-4 months with each session lasts for 60-90 minutes. To measure the "Kembang Kuncup" effectivity, data that will be taken from the participants are ideal body size; ritualistic body image behaviours and body image avoidance; cognitive distortion in body image context; and self esteem. Statistic test that will be employed is Mixed ANOVA by comparing pre-treatment, post-treatment, and follow-up data, between experiment and control group. The readers are welcome to criticize or test alternative model design that is constructed in this paper.

Keywords: CBT, positive body image, mental health promotion

INTRODUCTION

Positive body image promotion is necessary to be done because even a little negative body image on female teenagers can cause body shape and eating disorder. (Grogan, 2010). Some experts said that discontent on body shape can become the key reason of discontent on body shape and eating disorder. (Didie, Reinecke, & Phillips, 2010). According to the research, during 10 years the number of eating disorder increases from 31% to 42%. It happened to female teenagers (Cash, 2002). Another impact of body image problem was social anxiety, difficulty in building relationship, low self confidence. (Cash & Flemming, 2002).

Lee dan Shafran's research result (2004) showed that people with eating disorder have attention bias and words memory related to food. That bias was not only found in clinical group but also in the healthy people group. Besides, women with body shape problem along with eating disorder have high dissatisfaction on their body. They tend to be treated in the hospital and get medication (Didie, Reinecke, & Phillips, 2010). It can increase health cost, both directly and indirectly.

On the other side, teenagers with obesity tend to have negative self image and low self esteem. Cognition on teenagers can influence attitude and behaviour so it can result in increasing weight (Calamara & Waite, 2009). According to Schnitzler, Ranson, and Wallace (2012), self esteem has negative correlation with the attention with body shape and weight. Ideal-realistic body internalisation that is spread in the society has positive correlation with excessive attention on body

*) Part of research " Developing Cognitive Behavioral Training Model to Enhance Body Image Resilience among Female College Students in Surabaya funded by DIKTI (Research Grant/ Hibah Bersaing, 2013)