DIGITAL MEDIA COMMUNICATION

FORMATION OF WOMEN'S BODY IMAGE IN THE "IMPERFECT" FILM FOR GENERATION Z IN INDONESIAN

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Abstract

"Imperfect" is one of the inspirational films for generation Z women in Indonesia today. The film is a medium to provide information and entertainment to the community. Films can provide education, knowledge, and entertainment for the audience so that they can influence the audience to change according to the film's purpose. This study aimed to determine the effect of exposure and information quality of "Imperfect" films on the body image formation of Indonesian Z-generation women. The research method used is quantitative research methods. The theory used is the theory of Uses and Gratification and the Theory of Social Comparison, which helps support body image formation. The results of the study indicate that there is an effect of exposure to "Imperfect" films and the quality of the film's information on the body image formation of Indonesian generation Z women. People who get information about the "Imperfect" film are interested in watching the film, in getting entertainment as well as information from the "Imperfect" film, especially the generation Z female group. Indonesia.

Keywords: The Film; Generation Z; Information Quality; Body Image Formation; Media Exposure

Introduction

The film is a moving image accompanied by sound to convey a message or information (Verstraten, 2009). Films are a means of education and entertainment and contain moral values that can be used as examples by film lovers. Films communicate various information and ideas to be conveyed. Films also allow us to see and feel the experiences deeply around us (Bordwell et al., 2017). The film is a means of education and entertainment. In addition, the film contains moral values that film lovers can take.

Indonesian cinema has been going on for more than 100 years. The Dutch East Indies government first introduced it around the end of the 1900s. The film industry experienced ups and downs influenced by the climate and political stability, and the national economy, especially in the 1990s, experienced the lowest conditions in the Indonesian film industry. Entering the 2000s, Indonesian cinema has been increasing little by little, and the development of films in Indonesia has been very rapid (Ayawaila et al., 2013).

According to a survey conducted by SMRC (2020), 67 percent of the young generation aged 15-38 years have watched at least one national film in theaters in the past year, and the remaining 33 percent

watched three national films. In this survey, it is stated that young people prefer watching national films rather than watching foreign films.

One of the Indonesian films, "Kenapa Harus Bule?" is a film that has a similar theme to the "Imperfect" film where the film discusses the beauty standards that exist in society. The film "Kenapa Harus Bule?" tells about an Indonesian citizen who has brown skin and wants to marry a foreign citizen because she thinks she is ugly in the eyes of Indonesian men who are influenced by existing beauty standards (Safitri, 2018). The film focuses on how the main character achieves his goal of marrying a foreigner. In contrast to the "Imperfect" film, which emphasizes how a person judges his body image, the "Imperfect" film also shows how a person evaluates the body image and appearance of others. The "Imperfect" film has several segments, such as romance, friendship, and career, but each part always focuses on assessing body image or beauty standards experienced by the leading actors.

The "Imperfect" film is produced by the Starvision Production House that raises ideas from social life in society. According to one of the writers and directors of the "Imperfect," Ernest Prakarsa on the Courbuzier (2020), saying that women must watch this "Imperfect" film because of the issues raised related to women. "Imperfect" films that appear in theaters have an audience age limit of at least 13 years. The film has been shown in theaters since December 19, 2019. On the 55th screening day, the "Imperfect" film reached 2,662,356 people who watched it.

The media as a source of information sometimes provide information about film developments, film news, film quality, moral messages, and promotions carried out by films. Apart from being a source of information, the media is also a source of entertainment. According to Romli (in Amalia et al., 2019), media exposure is a condition where the audience is affected by messages or information disseminated by the mass media. The audience who is exposed to the "Imperfect" film will interpret the message in the "Imperfect" film. Therefore, when a person is intentionally or unintentionally exposed to a film shown in a cinema or other mass media, it can be said to be a form of exposure to the media.

If a media has better quality information, the public will have higher confidence in receiving information (Aini & Nanda, 2019). The quality of the data submitted must be by the reality in the community so that it can influence the society in receiving information. According to O'briens (in Susanto & Erdiansyah, 2018), information quality is the degree to which data has value to its users.

With the rapid development of mass media, it can be one of the causes of the emergence of an ideal body image, so the media is one of the essential means for forming body image (Desi, 2016). Body image is a person's judgment, thoughts, and feelings about his body, such as body size, weight, or other aspects that lead to physical appearance. Women often think about their body image. A woman's attitude in seeing her body image will influence the assessment of body shape, which will cause a woman to be satisfied or not with her body image (Moenteath & McCabe, in Sari & Surya, 2018).

Theoretical Framework

According to the ZAP (2020), in collaboration with the MarkPlus Institute, Generation Z has spent on beauty products shopping online with a relatively high percentage. They use technology more, and even 64.2% of Generation Z use e-commerce. In addition, women who define beauty as beautifying their overall appearance are found in a percentage of 46.7 percent, and 82.5% think they have bright or glowing skin. ZAP (2018) conducted the same survey in 2018 and found that 24.6% of women under the age of 18 said that it was more important to have clean white skin than to have a happy feeling, and 53.4% of women under the age of 23 said that they had not confident in their physical condition. In addition, women aged 24 years and over are more able to accept their shortcomings and strengths to have high confidence in their physical condition or appearance.

According to research conducted by Dove (2018) regarding the perception of women's beauty in 2018. Where 4% of women worldwide consider themselves to have a beautiful face. Only 11% of women are comfortable saying they are beautiful. Women who experience enormous pressure to make themselves attractive are 72%. 80% of women agree that they have something that makes them beautiful but doesn't see that they are beautiful, and 54% agree that when it comes to their appearance, the most prominent critic is themselves.

Film media is a medium that has quite an important role in conveying audio-visual information because the movement of the information provided can be spread widely and reach many people. The media exposure here is intended to see whether Generation Z women who have watched the "Imperfect" film are exposed to messages or information conveyed by the "Imperfect" film. Furthermore, the quality

of information looks at whether "Imperfect" films present messages or data that are by the facts and realities that exist in everyday life, especially women regarding the formation of their body image.

Previous research that became a reference was conducted by Situmeang & Kencana (2019) under the title "The Effect of Exposure to Toba Dreams Film and Band Image Soundtrack Film Aut Boi Nian on Interest in Lake Toba Tourist Attractions." Further research was conducted by Aini & Nanda (2019) with the title "The Influence of Information Quality and Fulfillment of Information Needs on the Youtube Channel "Gadgetin" on Gadget Purchase Decisions." The results showed that the information quality variable on purchasing gadgets influenced 18.1%. The variable of meeting the information needs on the Gadgetin's Youtube channel on the decision to purchase devices, and it was found that the influence of 26% (Aini & Nanda, 2019), and research on body image conducted by Nasiha (2017) entitled "The Influence of the Use of Instagram Social Media on Body Image of Students of the Faculty of Ushuluddin Adab and Other Da'wah Ponogoro in 2016" discusses Instagram which has a function as a body image tool, namely by showing advantages in terms of physical (beautiful or handsome), the style of dress to the brand used as well as speech in communication which will indirectly foster the attention of the public through posts uploaded on Instagram. The results of this study show that there is an influence between Instagram on the body image of students majoring in Ushuludin Adab and Da'wah IAIN Ponorogo, with a significance level of 4.17% (Nasiha, 2017).

This study used the Uses and Gratifications Theory of communication which assumes that the audience is active in choosing and using media based on satisfaction to meet information needs. The information conveyed must have good weight because the audience is enthusiastic and choosy in receiving information that will affect it. It is by how Indonesian generation Z women who watch "Imperfect" films receive information about the message conveyed so that it can affect the formation of their body image. Based on what has been explained above, the problem in this study is "to determine the effect of exposure and information quality of "Imperfect" films on the formation of body image of women of generation Z Indonesia."

Material and Methodology

In this study, researchers used quantitative methods. Sources of data in this study used two types: 1) primary data is obtained from a questionnaire related to the research object. (2) secondary data is obtained through books and literature such as journals, articles, etc. The Likert scale is a measuring tool used in this study and helps measure individuals' attitudes, perceptions, and opinions in the same dimension or social phenomenon. The subjects are Indonesian Z generation women who have watched "Imperfect" films. The researcher carried out research from February to July 2021. The populations are individuals or audiences who have watched the "Imperfect" film. The researcher can not measure the number of populations because "Imperfect" films were shown in theaters in December 2019. In 2021, "Imperfect" film was shown on mass media such as television or other streaming applications. The population of this study is huge and will undoubtedly increase over time, so the researcher will take several samples that have been determined using the ancient Rao formula. The old Rao formula determines the number of pieces to be used (Sujarweni in Falaah, 2020). The sample is by predetermined criteria: Indonesian generation Z women (aged 13 – 22 years) who have watched "Imperfect" films. This study drew the sample using the non-probability sample category with a purposive sampling technique. The purposive sampling technique is a sampling technique by the study's objectives with particular criteria that have been determined previously.

Result and Discussion

The sample is under predetermined criteria: Indonesian generation Z women (aged 13 – 22 years) who have watched "Imperfect" films. This study drew the sample using the non-probability sample category with a purposive sampling technique. The purposive sampling technique is a sampling technique under the study's objectives by having particular criteria that have been determined previously.

Table 1. Age of Respondents

Respondent Age

Age	Percentage Yield
13 – 15 Years	11.0%
16 – 19 Years	40.8%
20 – 22 Years	48.2%

Source: Researcher Process

Table 2. Media Category

Media Category	
Media	**Percentage Yield**
Cinema	36.0%
Application Streaming	61.2%
Television	2.8%

Source: Researcher Process

Validity test

A validity test is a measure that can show the level of truth of an instrument. The high and low validity of an instrument shows the extent to which the data collected does not deviate from the description of the intended validity. The formula for finding the r-table is where the significance level is 95%, then = 0.5, df = n – 2 = 32 – 2 = 30. The value of the calculated r in this study is 0.361 greater with a significance level of 5%; then, all statements are valid. The validity test of this study was conducted on 32 respondents.

Reliability Test

According to Ghozali (2018), reliability is a measuring tool for a questionnaire, which is an indicator of a variable. A questionnaire is reliable if the answers to the statements are consistent from time to time. In this study, researchers used the SPSS program for reliability testing, and the reliability test method used Cronbach's Alpha. A construct is said to be reliable if the value of Cronbach's Alpha > 0.60. The results of the reliability test in the study are said to be reliable, where the results obtained by Cronbach's Alpha are 0.722 > 0.60.

Classical Assumption Test Normality Test

The normality test aims to see whether, in this regression model, the confounding or residual variables have a normal distribution or not. The basis for decision-making in the normality test is if the significance value is > 0.05, then the data is typically distributed. On the other hand, if the significance value is < 0.05, the data is not normally distributed. The normality test in this study was conducted on 400 female respondents of Generation Z Indonesia who watched "Imperfect" films. The exposure variable and "Imperfect" film information quality on body image formation are normally distributed, and the results are 0.463 > 0.05, so the conclusion is that the sample data above has a normal distribution, where the Sig value obtained is greater than 0.05.

Multicollinearity Test

The multicollinearity test is useful for testing whether the regression model correlates with independent variables by observing the tolerance value and VIF (variance inflation factor). The tolerance value must exist in the regression model. If the tolerance value is greater than > 0.10 and if the VIF value obtained is less than < 10.00, then there is no multicollinearity (Duli, 2019). The tolerance value obtained in this study is the X1, and X2 variables, which are 0.981 greater than 0.10, and the VIF value from the results of the exposure multicollinearity test and the information quality is the same, ie = 1.019 smaller than < 10.00 then it can be said that there is no multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is used to observe whether there is an inequality of variance from the residuals of one observation with other observations. This study uses the Glesjer method of heteroscedasticity test using the SPSS program. Decision making by looking at the significance value > (0.05), it can be concluded that there is no heteroscedasticity. On the contrary, if the significance value is < (0.05), then it can be concluded that there is heteroscedasticity. The results obtained in this study where the significance value (Sig.) on the Exposure variable (X1) is 0.155, Information Quality (X2) is 0.240, and Body Image Formation (Y) is 0.189. The significance value (Sig.) for the variables X1, X2, and Y is greater than 0.05, so according to the basis for decision making in the Glejser test, it can be concluded that there is no symptom of heteroscedasticity.

Coefficient of Determination

Table 3. Value of R Square

R	R Square	Adjusted Square	Std. Error of the Estimate`
.862ᵃ	.756	.822	2.959

Source: Researcher Process

The R-value is 0.862, which means that the relationship between exposure and information quality of "Imperfect" films with the body image of Indonesian Z generation women is 0.862 or 86.2%. This value indicates a powerful relationship level. The resulting R square value has an effect of 0.756. It shows that all independent variables simultaneously (together) affect the dependent variable by 75.6%, while the remaining 24.4% is influenced by other factors not examined in this study.

Multiple Regression Analysis

Table 4. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig
1. (Constant)	14.221	3.683		3.861	.000
Exposed	.439	.033	.559	13.342	.000
Information Quality	.454	.110	.172	4.112	.000

Source: Researcher Process

Multiple linear regression analysis was used to analyze the effect of several independent or independent variables (X) on one dependent variable (Y) together. This study used two independent

variables and one dependent variable. It is necessary to have a multiple linear regression analysis. The regression equation is as follows:

$$Y = a + \beta_1 X_1 \quad\quad + \beta_2 X_2$$

$$\mathbf{Y = 14.221 + 0.439\ X1 + 0.454\ X2}$$

Constant (a) of 14,221 means that if the variable X is equal to zero, then the formation of body image value is 14,221; besides that, the value of the constant also states that the construction of body image is positive.

The exposure (X1) has a value of 0.439 or 43.9%. This shows that the exposure variable has a positive influence on the body image formation variable, and the quality of information (X2) has a positive value of 0.454 or 45.4% on the body image formation variable, the more the influence of exposure and the quality of information, the more the formation of body image will also increase. It can be concluded that the better the disclosure and the quality of the report, the higher the body image formation.

T-Test (Partial)

Table 5. Partial T-Test

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig
1. (Constant)	14.221	3.683		3.861	.000
Expoced	.439	.033	.559	13.342	.000
Information Quality	.454	.110	.172	4.112	.000

Source: Researcher Process

The T-test aims to determine whether or not there is a partial (alone) effect between the independent variable (X) on the dependent variable (Y). The T-test is done by comparing T-count with T-table. If T-count > T-table, then Ho is accepted. In the results of the T-test on exposure (X1) to the formation of body image (Y), the results were 13,342 > 1.65. From these results, it can be stated that exposure (X1) affects the formation of body image (Y), so it can be concluded that Ho1 is accepted and Ha1 is rejected. The T-test on the quality of information (X2) and formation of body image (Y) has an impact of 4.112 > 1.65. From these results, it can be stated that the quality of information (X2) affects the formation of body image (Y), namely, Ho2 is accepted, and Ha2 is rejected.

F Test (Simultaneous)

Table 6. Simultaneous F Test

Model	Sum of Squares	df	Mean Square	F	Sig
1. Regression	1604.754	2	802.377	91.651	.000[a]
Residual	3475.606	397	8.755		
Total	5080.360	399			

Source: Researcher Process

The F test is used to show whether all the independent variables (Exposure and Information Quality) have a simultaneous effect on the dependent variable (Body Image Formation by comparing F-count > F-table. The results obtained from the variables X1, X2 to Y, namely exposure and information quality of "Imperfect" films on the formation of body image of women of generation Z Indonesia are 91,651, which means F-count > 3.02 F-table. It can be concluded that the exposure variable (X1) and information quality (X2) simultaneously affect the body image formation variable (Y) so that the conclusions that can be drawn are Ho3 is accepted, and Ha3 is rejected.

Discussion

In the explanation that has been stated previously, it can be concluded that the exposure variable (X1) "Imperfect" film has a big influence on the body image of Indonesian Z generation women. According to Effendy (in Idham, 2018), media exposure is the state of the audience being exposed to messages or information disseminated by the mass media. Media exposure discusses the usage of media, the frequency of usage, or the duration of its usage, the usage of this type of media, such as print, audio, or audio-visual media (Situmeang & Kencana, 2019). The exposure variable (X1) is greatly influenced by the intensity indicator where the audience admits that the film is imperfect in delivering the message or information by the reality or facts of life so that the audience can believe or believe in the content of the message conveyed. Another influence is that audiences watch "Imperfect" films more than once during their screening period in cinemas or other media. It can be said that "Imperfect" films can change a person's mindset or behavior towards the formation of a more positive body image, so it can be concluded that strong film exposure will affect people to follow it (Situmeang & Kencana, 2019). Information about beauty standards that currently exist is greatly influenced by exposure from the mass media which provides a lot of information on how a woman who will be considered beautiful must meet all predetermined beauty standards. "Imperfect" films are made to tell the public which information has turned out to be wrong but is still a daily habit. In addition, because of the strong influence of exposure to "Imperfect" films, it can change all existing beauty standards.

In the information quality variable (X2), "Imperfect" films have a powerful influence on the formation of the body image of women of generation Z in Indonesia. This is greatly influenced by relevant indicators where "Imperfect" films in conveying messages or information are very relevant and related to the assessment of body shape, face, height, etc. Another influence is the information conveyed in the "Imperfect" film on time according to the information that is widely conveyed at this time. Because the influence of the quality of the information is very strong, it can be said that the information conveyed in the "Imperfect" film is very good so that audiences who watch the "Imperfect" film can trust and believe the content. The information quality is the most influential variable in the formation of the body image of Indonesian Z generation women (Susanto & Erdiansyah, 2018). It means that Indonesian Z generation women will be more confident and believe in the information conveyed by "Imperfect" films.

The body image formation variable (Y) is where the audience must adjust their diet to maintain their weight. The audience also feels very fond of his appearance and ignores other people who make negative judgments about their appearances. The audience also loves and likes their current body size more after watching "Imperfect" films. The formation of a positive body image conveyed in "Imperfect" films has a good impact on changing the behavior or mindset of Indonesian Z generation women (Cicillabaika, 2014). If a positive body image has been formed, all women will have high confidence in themselves, be it appearance, body shape, face, and so on.

Conclusions

Exposure to "Imperfect" films has a positive effect on the formation of the body image of Indonesian Z generation women. The more the influence of exposure, the more the formation of body image will increase. This is appropriate where women of generation Z Indonesia watch "Imperfect" films more than once and show film trailers. "Imperfect" is more often seen in television media or streaming application media. Because of this, the formation of body image is increasing. Then the

information quality of "Imperfect" films has a positive influence on the body image formation of Indonesian Z generation women. The more the influence of the quality of the information, the more the formation of body image will be. This is appropriate where the information found in "Imperfect" films is relevant and related to the assessment of body shape, face, height, etc., which is in line with the issues that are widely discussed today. The formation of body image is increasing. The exposure and information quality of "Imperfect" films together have an effect on the body image formation of Indonesian Z generation women. It can be seen in its implementation that with the increasing frequency of Indonesian Z generation women using film media and good quality information on film media, Indonesian Z generation women can have a positive body image formation. For further research, in terms of attitude changes that occur in women by using film media in conveying information. In addition, it is hoped that "Imperfect" films can be shown more widely, such as on television where the viewing period is longer or on other streaming media besides the Netflix streaming application, so that the dissemination of information regarding the formation of a positive body image can reach a wider audience and body image formation, positive things in society can be built properly.

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