The Effectiveness of Cognitive Behavior Therapy Group Counseling with a Self-talk Technique to Improve the Body Image Satisfaction of Students with Social Media Addiction Tendencies

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Article Info	Abstract
	Many social media users experience low Body Image Satisfaction (BIS) that results in anxiety, decrease in self-confidence, decrease in self-esteem, depression, and the drive to be thin. This study attempted to examine the effectiveness of CBT counseling with a self-talk technique to improve the BIS of students with social media addiction tendencies. It used a one group pretest-posttest design and involved 6 students whose data were collected using the instruments of body image satisfaction and social media addiction. Findings showed that the CBT group counseling with a self-talk technique has been effective to improve the BIS of students with social media addiction tendencies. Thus, counselors are recommended to implement the intervention of CBT group counseling with a self-talk technique to improve BIS, especially in senior high school students. Further studies are suggested to use a qualitative design to discover the impact of low BIS.

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INTRODUCTION

Adolescents are individuals in a transitional phase from childhood to adulthood. Here a lot of changes including biological, mental, emotional, and psychosocial occur. All changing aspects greatly influence personal and social lives of an individual. Today's adolescents heavily rely on a smartphone which is connected to the internet that can access any digital platforms which facilitate the users to communicate online, or called as social media. Royal Society for Health (RSPH) in the UK mentions that people at ages between 14 to 25 years are vulnerable to mental health issues due to social media use (Wardani, 2017 in Martanatasha & Primadini, 2019).

The use of excessive social media can have social, psychological, and physical effects. In a positive manner, it facilitates individuals to find communities in line with their hobbies, marketing media or advertising, information, and contents. Oppositely, social media can cause anxiety, less self-confidence, depression, crimes, low self-esteem, social comparison, emotional stability, and addiction (Amedie, 2015). In the same way, (Suryawan, 2020) states that the negative impact of social media can result in low friendship interactions, limited association (online), lack of social skills, rude and aggressive behavior.

Social media and their users development are unavoidable phenomena in everyday life (Nasrullah in Mulawarman & Nurfitri, 2017). On social media, individuals can upload photos or videos showing bodies most people adore or consider ideal. This behavior somehow makes individuals perceive themselves by comparing their own bodies to those seen on social media (Tiggemann & Anderberg, 2020). The thing that makes adolescents always want to access social media is a feeling of self-dissatisfaction in offline socialization and a feeling of free and happy in online socialization (Neto and Barros in Hakim & Alyu Raj, 2017). Commonly, online socialization is done to achieve the desired expectation (Sahin, 2018). Individuals with compulsive behavior can avoid addiction when

they can control themselves in using the internet (Fitri et al., 2018).

Social media are often associated with body image. One factor causing low Body Image Satisfaction which later is written as BIS according to (Cash & Pruzinsky, 2002) is media. Research result (Howard et al., 2017) state the positive relationship between social media use and body image satisfaction in adolescents cause maladaptive behavior, such as a desire to have excessive recognition after seeing an "ideal" body image resulted by the comparison with one's own body and others. There are other factors that affect negative assessments of the body, namely academic demands at school and social demands related to the appearance (Cash, 2012). It results in low self-esteem, especially if adolescents feel that their own body is not comparable to the "perfect" body seen online. Study by (Alipoor et al., 2009) state that there is a relationship between body image dissatisfaction and correlation with physical self and self-concept. Social media addiction is associated with low self-esteem which makes BIS low because there are strong beliefs that can affect adolescents' personal-social problems. Social media are considered to be places of self-acceptance to provide a more special relationship that makes users compulsive about social media that affects everyday life.

BIS is defined as individuals' perceptions and attitudes towards their own bodies, especially the physical appearance (Cash et al., 2002). State that one's ability to develop positive perceptions of a body image can reinforce his and others' identities, easily understand and accept himself and others, and vice versa (Cash & Pruzinsky, 2002). Body image is the result of a thorough assessment of the body which includes, attitude, cognitive, behavior, aesthetics, sensation, function, fitness and health (Murray et al., 2011). A person has a great influence on self-assessment either positively or negatively. Individuals ideally have a positive body image to accept themselves without having to think about the body standards of most people (Ifdil & Ilyas, 2017). However, in the field, negative evaluations from peers related to body

image cause adolescents to have negative judgments (Agustiningsih, 2019).

Now a days, adolescents' body image assessments mostly focus on physical appearance, such as body shape, which has a negative impact on lack of self-confidence and compare themselves with other people or friends (Sofiah, 2012). When the BIS is not achieved, it causes disturbances and behavioral changes such as, anxiety, low self-confidence, low self-esteem, depression, the drive for thinness, lack of body control, which have an impact on eating disorders, bulimia nervosa, body dysmorphia and health-compromising behaviors such as diet and use of steroids (Jones & Smolak, 2011; Glazzard & Stones, 2017; Aljomaa, 2018). When entering adolescence, boys and girls experience changes in their physical appearances (Hurlock, 2011). Here, they have got developmental tasks to be responsible and adaptive, not to mention develop in terms of interests and physical appearances. Thus, there is a need for interventions to improve students' BIS with social media addiction tendencies to avoid them from impulsive behaviors which violate behavioral standards.

A possible effort to do related the above objective can be realized by providing a guidance and counseling service (Ifdil & Ilyas, 2017). A group counseling service can be done to help students find their own needs (Myrick, 2022). It prevents and heals students to achieve self and environmental understandings, healthy development and growth, and problem solving as well as future plans in a group setting (Wibowo, 2019).

Cognitive Behavior Therapy (CBT) approach group counseling can be given to help individuals develop their skills from various forms of problems. State this intervention can improve students' BIS issue with social media addiction (Situmorang et al., 2018). Further, (Agustiningsih, 2019) mentions CBT group counseling can improve adolescents' BIS. Then, (Young, 2007) has concluded CBT-AI is effective to cope with internet addiction. Similarly, a study by (Kim, 2013 in Rahmi, 2015) found CBT approach can solve the problems of cognition, social, compulsive behaviors that make adolescents get addicted to.

One of CBT techniques that is possible to use for the distorted mind due to BIS in social media addiction is self-talk. A positive self-talk is needed to change the distortion in students with low BIS due to social media addiction (Petersen, 2016), counter illogical beliefs, and develop healthier minds by shifting negative messages individuals send to themselves (Bradley, 2017). Self-talk is a cognitive strategy that involves mental process activities to change or influence the existing mindsets (Selk in Rani et al., 2018). Regarding the previous studies, the use of self-talk in a group counseling service can improve the self-confidence of tenth grade students at SMAN 1 Semarang (Tasdih et al., 2020). In the same way, (Gafar, 2018) a positive self-talk can improve female teenagers' self-confidence who experienced body image dissatisfaction. Knowing that self-confidence is correlated with BIS in social media addiction, his study found that BIS can happen to students with social media addiction from the lowest to the highest scores.

The CBT group counseling is aimed at instilling insight that emphasizes negative thoughts and maladaptive beliefs changes of individuals (Corey, 2017). Who used self-talk in his study found that this technique can deny unreasonable beliefs and develop a healthier mind, which is used to change negative messages into positive ones that individuals send to themselves (Bradley, 2017). This leads to the function of thinking, feeling, and acting which relies on the brain as an analyzer, decision making, questioner and actor which is arranged according to the experience gained. Therefore, this study aimed to determine the level of effectiveness of the self-talk technique in CBT group counseling to improve the BIS of students with social media addiction tendencies in class X at Teuku Umar High School Semarang.

METHODS

The subjects of this study were 6 students of class X at SMA Teuku Umar Semarang

selected using a purposive sampling technique. Those students met the criteria of the age of 14-17 years, experienced low BIS, and addicted to social media.

A body image satisfaction scale developed by the researchers which contains 34 items was used to collect the students' data. According to (Cash and Pruzinsky in Seawell & Danoff-Burg, 2005), BIS cover the aspects of: appearance evaluation (8 items), appearance orientation (8 items), body areas satisfaction (8 items), overweight preoccupation (7 items), and Self-classified weight (3 items). It was assessed using 4 scaling options (1=strongly disagree, 4=strongly agree). The results of the instrument validity test obtained that 27 items were declared valid (the total item correlation range was 0.314 to 0.771) and the alpha reliability coefficient was 0.935.

The scale which contained 24 items developed by the researchers was designed based on (Griffiths' theory, 2005), covering: salience (4 items), mood modification (4 items), tolerance (4 items), withdrawal (4 items), conflict (4 items), relapse (4 items). It was assessed using 4 scaling options (1 = strongly disagree, 4 = strongly agree). The results of the instrument validity test showed that 22 items were declared valid (the total item correlation range was between 0.357 to 0.825) and the alpha reliability coefficient was 0.924.

This study was quantitative with a one group pretest-posttest design implemented in three stages. First, students' social media addiction and body image satisfaction were assessed in pretest to obtain the suitable subjects who had a high social addiction level and low body image satisfaction. It resulted in 6 students to include in the intervention of group counseling. Second, the group was given a cognitive behavioral therapy group counseling intervention with self-talk technique to improve BIS. The group counseling intervention process was carried out 6 times meeting sessions with a time allotment of 60 minutes in each session.

In the first session, the students introduced themselves to others and build a collaborative relationship by restructuring their thoughts. In the second session, the students were guided to identify and rationalize their minds, determine ABC to be used as a guideline to determine specific counseling objectives which were observable and assessable. In the third session, reviewing objectives, measuring, and developing plans for problem solving were done. Next, the fourth session was focused on elaborating thoughts by developing counters to positive thoughts, as well as countering unreasonable beliefs used to solve problems. At the fifth stage the counselees were asked to modify the mind towards positive change. In the last session, strengthening self-statements and real practice of new behaviors of positive self-talk were made, while the counselors asked scaled questions to see if any changes in the students' behavior since the beginning and the end of session. Each session included 4 stages as follows: the initial/involvement stage, the transition stage, the working stage, and the final/ending stage. Third, a post-test was given to all group members to measure the BIS level of students with a tendency to social media addiction by using social media addiction instruments and BIS.

RESULTS AND DISCUSSION

Based on the pretest, students' social media addiction was in the high category with the value of (M = 79.0, SD = 2.1). Then the results of the pre-test at the body image satisfaction (BIS) resulted in the low category with the value of (M = 50.8, SD = 6.9). Further, table 1 shows the results of the analysis of the Mean, SD, and Wilxocon Test. The results are as follows:

Table. 1 Data Analysis Results

Measurements	Range	M	SD
Pre-test	39	50.8	6.9
Post-test	89	98.5	3.8
z		-2.214	
p		.027	

Furthermore, the CBT group counseling with a self-talk technique could improve the BIS

on social media addiction proved by the comparison between the values in pretest (M= 50.8, SD= 6.9) and post-test (M= 98.5, SD= 3.8). The results of this study has proved that the CBT group counseling with a self-talk technique has been effectiveness in improving BIS on social media addiction tendencies (z= -2.214, p<0.05).

This study attempted to examine the effectiveness of CBT group counseling with a self-talk technique to improve the BIS of students with social media addiction tendencies in class X at SMA Teuku Umar Semarang. Based on the results of the body image satisfaction instrument, there found some students with low BIS. After that the treatment was given for six times. Once the treatment has been done, the members were given a posttest.

Findings of this study indicated that the students who received the CBT group counseling with a self-talk technique got their BIS improved. In this counseling, the students were taught how to manage their daily life thoughts, assess them positively, not compare their own bodies to others found on the social media, and be confidence in their body images.

A previous study by (Agustiningsih, 2019) concludes CBT counseling can improve adolescents' BIS. Then, (Young, 2007) has confirmed CBT-AI is effective to improve internet addiction. It is in line with (Kim in Rahmi, 2015) that cognitive behavioral approach help solve cognitive, social, and compulsive behavioral problems which make adolescents addicted. All these studies show that a possible intervention for students with low BIS due to social media addiction is by using CBT approach.

Self-talk is done in a group setting and makes use of group dynamics focusing on the way individuals face problems through cognitive, affective, and behavioral processes. Here, the individuals are asked to identify, find, and create effective ways to solve problems they face. It is done through some procedures to disprove unreasonable beliefs and develop healthier thinking, which can result in more positive self-talk. Accordingly, (Selk in Rani et al., 2018) explains that self-talk is a cognitive strategy that involves the activation of mental processes to change or influence the existing mindsets. Further, a study by (Seligman & Reinchenberg, 2013) reveals self-talk as pep-talk (talk intended to arouse courage and enthusiasm) that a person gives to himself every day.

The findings of this study are in association with several studies related to the use of self-talk technique in group counseling to improve the BIS of students with social media addiction. This intervention was taken to build a problem-solving scheme obtained from the results during the group counseling process. Self-talk is a technique to deny unreasonable beliefs and develop a healthier mind by changing the negative messages that individuals send to themselves (Bradley, 2017). In the self-talk technique, students are invited to discuss because the more often they discuss the easier it is for them to express their problems by changing beliefs about unreasonable thoughts with the aim of sending positive messages to themselves. The findings have confirmed that the self-talk technique has been successfully able to improve the BIS of the students with social media addiction tendencies.

The findings of this study are in line with the one by (Rimonda, et al., 2018) which states that CBT group counseling with cinematherapy and self-talk techniques has been significant for reducing the social anxiety of students at SMK N 2 Semarang. Anxiety is related to BIS with social media addiction. Similarly, (Greenberg, et al., 2010) used a CBT approach in family counseling.

Here, they used cognitive strategies by identifying and modifying negative self-talk into the positive one for treating a body dysmorphic disorder. The results show significant improvement in BDD. It further proves a correlation between BIS and BDD. In addition, the provision of self-talk technique to improve the BIS of students with social media addiction tendencies is in line with a study by (Tasdih et al., 2020) which concludes group counseling with a self-talk technique is effective to improve

the self-confidence of grade ten students at SMAN 2 Semarang.

An implication of counselors based on the findings is that they can use a CBT approach with self-talk technique to improve the BIS of students with social media addiction at Senior High School level. In this way students will learn how to solve problems with the basis of positive cognition, so the results of counseling can be implemented in a real life. Moreover, further studies can refer to the findings regarding the effectiveness of CBT counseling with a self-talk technique to improve the BIS of students with social media addiction tendencies. CBT is a counseling approach designed to solve problems by restructuring cognition and deviant behavior due to the beliefs people held and replacing with better thinking, from maladaptive to adaptive.

CONCLUSION

With regard to the findings, it can be concluded that the CBT group counseling with a self-talk technique is effective to improve the BIS of students with social media addiction tendencies at SMA Teuku Umar Semarang.

An implication for counselors or guidance and counseling teachers is they may use the CBT group counseling with a self-talk technique to improve the BIS of students with social media addiction tendencies. Meanwhile, future studies can use a qualitative design to reveal more deeply about the impact of the low BIS on gender between male and female students and can expand the research subjects at different ages, levels, and places.

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